## **Complete Stakeholder Report FY 2012 Q1**

## Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

\*\*\*Stakeholder Reporter Position Vacant for MT Heritage Commission, MTTA\*\*\*

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.0: Turning the Montana Tourism and recreation Vision into reality	0	Victor Bjornberg	O	1	М
1.1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.	0	Victor Bjornberg	Ö	1	М
1.1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.	0	Victor Bjornberg	0	1	М
1.1.1.1: Expand public-private marketing partnerships with tourism businesses and attractions	0	Victor Bjornberg	O	1	L
1.1.1.1.1: Travel Montana expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Pamela Portner Gosink	0	1	Н
1.1.1.1.1.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Pamela Portner Gosink			<b>\</b>
1.1.1.1.1.2: Work toward implementing monthly reporting of lodging sales and tax collections by Montana lodging industry and Department of Revenue by July 2010 (to measure results of marketing efforts more effectively).	Tactic	Barb Sanem			<b>^</b>
1.1.1.1.2: Custer Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Nick Mann	?	?	?
1.1.1.1.2.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Nick Mann	0	?	
1.1.1.1.3: Glacier Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Racene Friede	?	?	?
1.1.1.1.3.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Racene Friede			<
1.1.1.1.4: Gold West Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Sarah Bannon	?	?	?
1.1.1.1.4.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Sarah Bannon	0	?	
1.1.1.1.4.2: We partner with many accommodations on our travel guide. Also, we offer reasonable advertising for a full-page ads.	Tactic	Sarah Bannon	0	?	
1.1.1.1.5: Missouri River Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Carla Hunsley	8	1	L
1.1.1.1.5.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Carla Hunsley	0	0	
1.1.1.1.6: Russell Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Gayle Fisher	0	t	L
1.1.1.1.6.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Gayle Fisher	0	0	✓
1.1.1.1.7: Yellowstone Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Robin Hoover	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.1.1.7.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Robin Hoover		?	
1.1.1.1.8: Big Sky CVB expand public-private marketing partnerships with tourism businesses and	0	Marne Hayes	?	?	?
attractions in publicity, web marketing, advertising, publications, and other promotions.  1.1.1.1.8.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Marne Hayes	?	?	
1.1.1.1.9: Billings CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Joan Kronebusch	*	<b>→</b>	L
1.1.1.1.9.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Joan Kronebusch	0	0	
1.1.1.1.9.4: With the creation of the Billings TBID we have more funds for public and private partnerships.	Tactic	Joan Kronebusch	O	O	
1.1.1.1.10: Bozeman CVB expand public-private marketing partnerships with tourism businesses and	Ø	Jim Robbins	?	?	?
attractions in publicity, web marketing, advertising, publications, and other promotions.  1.1.1.1.10.1: Work with community partners to leverage bed tax funds.	ŏ	Jim Robbins			~
1.1.1.1.11: Butte CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Cindy Perdue Dolan	?	?	?
1.1.1.1.11.1: Leverage public and private marketing investments to expand Montana's reach,	Tactic	Cindy Perdue Dolan	?	?	
penetrate new markets, and improve marketing effectiveness with a consistent message and brand 1.1.1.1.11.4: Philipsburgh, Gold West and the Butte CVB is cooping on a television campaign to 1.2 mil. households in Spokane, Id, NW Mt and Wash. Arranging the coop and production started in	Tactic	Cindy Perdue Dolan	?	?	
11/08 with the the ads running 7/09 to 7/10.  1.1.1.1.1.5: I approached the local attractions about joining forces to sell one ticket to all attractions. It is called the Adventure pass. The att. all offered a discount of at least 30% and the	Tactic	Cindy Perdue Dolan			~
CVB put it together. printing the passes and marketing them.  1.1.1.1.12: Flathead CVB expand public-private marketing partnerships with tourism businesses and	0	Diane Medler			_
attractions in publicity, web marketing, advertising, publications, and other promotions.  1.1.1.1.12.1: Leverage public and private marketing investments to expand Montana's reach,	Tactic	Diane Medler			_
penetrate new markets, and improve marketing effectiveness with a consistent message and brand 1.1.1.1.13: Great Falls CVB expand public-private marketing partnerships with tourism businesses and	0	MIriam Martinson	?	?	?
attractions in publicity, web marketing, advertising, publications, and other promotions.  1.1.1.1.13.1: Leverage public and private marketing investments to expand Montana's reach,	Tactic	MIriam Martinson		?	-
penetrate new markets, and improve marketing effectiveness with a consistent message and brand.  1.1.1.1.14: Helena CVB expand public-private marketing partnerships with tourism businesses and	O	Mike Mergenthaler	?	?	?
attractions in publicity, web marketing, advertising, publications, and other promotions.  1.1.1.1.14.1: Leverage public and private marketing investments to expand Montana's reach,	_	Mike Mergenthaler		_	-
penetrate new markets, and improve marketing effectiveness with a consistent message and brand 1.1.1.1.15: Miles City CVB expand public-private marketing partnerships with tourism businesses and	Tactic	John Laney	?	?	?
attractions in publicity, web marketing, advertising, publications, and other promotions.	0	,	·		Ľ
1.1.1.1.1.5.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	John Laney	0	?	
1.1.1.1.16: Missoula CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Barbara Ann Neilan	?	?	?
1.1.1.1.16.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.1.17: West Yellowstone CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions	0	Marysue Costello	?	?	?
1.1.1.1.17.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Marysue Costello			~
1.1.1.1.7.2: Expand public-private partnerships for product development and maintenance	Tactic	Marysue Costello			~
1.1.1.1.17.3: Garner private support to maintain & expand cross country ski, snowshoe & snowmobile trail systems.	Tactic	Marysue Costello			~
1.1.1.1.18: Whitefish CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Jan Metzmaker	*	t	L
1.1.1.1.18.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand	Tactic	Jan Metzmaker	0	?	
1.1.1.1.19: Havre CVB expand public-private marketing partnerships with tourism businesses and	0	Debbie A Vandeberg	?	?	?
attractions in publicity, web marketing, advertising, publications, and other promotions.  1.1.1.1.19.1: Leverage public and private marketing investments to expand Montana's reach,	Tactic	Debbie A Vandeberg	?	?	
penetrate new markets, and improve marketing effectiveness with a consistent message and brand  1.1.1.2: Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow	0	Victor Bjornberg	0	<b>→</b>	L
experience".  1.1.1.2.1: Travel Montana continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply	0	Pamela Portner Gosink			~
seeking a "snow experience".  1.1.1.2.1.1: Based on market research, accentuate images and messages that appeal to each	Tactic	Pamela Portner Gosink	0	?	_
winter target market segment.  1.1.1.2.1.2: Encourage businesses and communities to create packages/events highlighting unique		Pamela Portner Gosink	(		
winter experiences, and list them on Montana's winter web site: www.wintermt.com.  1.1.1.2.1.3: Encourage businesses and communities to create packages/events highlighting unique	Tactic	Corrie Hahn	0	?	_
winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic		?	?	?
1.1.1.2.2: Custer Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Nick Mann	(	<i>(</i>	ľ
1.1.1.2.2.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Nick Mann		?	
1.1.1.2.2.2: Encourage businesses and communities to create packages/events highlighting unique	Tactic	Nick Mann		?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
winter experiences, and list them on Montana's winter web site: www.wintermt.com.					
1.1.1.2.3: Glacier Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Racene Friede	?	?	?
1.1.1.2.3.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Racene Friede	0	?	
1.1.1.2.3.2: Encourage businesses and communities to create packages/events highlighting unique	Tactic	Racene Friede	0	?	
winter experiences, and list them on Montana's winter web site: www.wintermt.com.  1.1.1.2.4: Gold West Country continue winter marketing, promoting Montana as a superb destination	_	Sarah Bannon	?	?	?
for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0				
1.1.1.2.4.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Sarah Bannon		?	
1.1.1.2.4.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Sarah Bannon		?	
1.1.1.2.5: Missouri River Country continue winter marketing, promoting Montana as a superb destination for ice fishing, and families and groups simply seeking a "snow experience".	0	Carla Hunsley	0	t	✓
1.1.1.2.5.1: Based on market research, accentuate images and messages that appeal to each winter target market segment. Ice fishing	Tactic	Carla Hunsley	0	0	
1.1.1.2.5.2: Encourage businesses and communities to create packages/events highlighting unique	Tactic	Carla Hunsley	ě		×
winter experiences, and list them on Montana's winter web site: www.wintermt.com.  1.1.1.2.6: Russell Country continue winter marketing, promoting Montana as a superb destination for	_	Gayle Fisher	_	_	
skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0		⊗	<b>→</b>	М
1.1.1.2.6.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Gayle Fisher	0	$\otimes$	✓-
1.1.1.2.6.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Gayle Fisher	•	•	×
1.1.1.2.7: Yellowstone Country continue winter marketing, promoting Montana as a superb destination		Robin Hoover	?	?	?
for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0				
1.1.1.2.7.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Robin Hoover			✓
1.1.1.2.7.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Robin Hoover			<b>~</b>
1.1.1.2.8: Big Sky CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply	0	Marne Hayes	?	?	?
seeking a "snow experience".		Marriella			
1.1.1.2.8.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Marne Hayes	0	?	
1.1.1.2.8.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Marne Hayes			X
1.1.1.2.9: Billings CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Joan Kronebusch	0	<b>→</b>	~
1.1.1.2.9.1: Based on market research, accentuate images and messages that appeal to each	Tactic	Joan Kronebusch	0	8	
winter target market segment. 1.1.1.2.9.2: Encourage businesses and communities to create packages/events highlighting unique	Tactic	Joan Kronebusch	0	C	
winter experiences, and list them on Montana's winter web site: www.wintermt.com.  1.1.1.2.10: Bozeman CVB continue winter marketing, promoting Montana as a superb destination for	_	Jim Robbins	_	`	_
skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0				~
1.1.1.2.10.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Jim Robbins			<b>\</b>
1.1.1.2.10.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Jim Robbins			<b>✓</b>
1.1.1.2.10.3: Increase nonresident visitation in winter season (Q1) by 15% by 2012.	Tactic	Jim Robbins			~
1.1.1.2.11: Butte CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Cindy Perdue Dolan	?	?	?
1.1.1.2.11.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.2.11.2: Encourage businesses and communities to create packages/events highlighting	Tactic	Cindy Perdue Dolan	?	?	
unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.  1.1.1.2.11.5: Joint Venture with Travel MT with madden winter insert. then market to the leads	Tactic	Cindy Perdue Dolan			~
generated from this insert.  1.1.1.2.12: Flathead CVB continue winter marketing, promoting Montana as a superb destination for		Diane Medler			₹.
skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Disco Mallar			~
1.1.1.2.12.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Diane Medler			✓
1.1.1.2.12.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Diane Medler	0	?	
1.1.1.2.13: Great Falls CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	MIriam Martinson	?	?	?
1.1.1.2.13.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	MIriam Martinson	?	?	
winter rarrier marker segment	1	I			

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	statu
unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.					
1.1.1.2.14: Helena CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Mike Mergenthaler	?	?	?
1.1.1.2.14.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Mike Mergenthaler	?	?	1
1.1.1.2.14.2: Encourage businesses and communities to create packages/events highlighting	Tactic	Mike Mergenthaler	?	?	T
unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.  1.1.1.2.15: Miles City CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	John Laney	?	?	?
1.1.1.2.15.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	John Laney	?	?	
1.1.1.2.15.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	John Laney	?	?	T
1.1.1.2.16: Missoula CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Barbara Ann Neilan	?	?	?
1.1.1.2.16.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.2.16.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.2.17: West Yellowstone CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Marysue Costello	?	?	?
1.1.1.2.17.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Marysue Costello			~
1.1.1.2.17.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Marysue Costello			~
1.1.1.2.18: Whitefish CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Jan Metzmaker	*	t	L
1.1.1.2.18.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Jan Metzmaker	0	?	
1.1.1.2.18.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Jan Metzmaker	0	?	
1.1.1.2.19: Havre CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Debbie A Vandeberg			×
1.1.1.2.19.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Debbie A Vandeberg	?	?	
1.1.1.2.19.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Debbie A Vandeberg	?	?	
1.1.1.3: Attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Victor Bjornberg	•	1	M
1.1.1.3.1: Custer Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Nick Mann	?	?	?
1.1.1.3.1.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Nick Mann	0	?	T
1.1.1.3.1.2: Report bookings received by Montana industry participants.	Tactic	Nick Mann			×
1.1.1.3.2: Glacier Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Racene Friede	?	?	?
1.1.1.3.2.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Racene Friede	0	?	T
1.1.1.3.2.2: Report bookings received by Montana industry participants.	Tactic	Racene Friede		?	T
1.1.1.3.3: Gold West Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Sarah Bannon			>
1.1.1.3.3.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Sarah Bannon		?	
1.1.1.3.3.2: Report bookings received by Montana industry participants.	Tactic	Sarah Bannon			>
1.1.1.3.4: Missouri River Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Carla Hunsley			*
1.1.1.3.4.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Carla Hunsley	0	0	
1.1.1.3.4.2: Report bookings received by Montana industry participants.  1.1.1.3.4.4: 3 travel packages. 1. Follow The Dinosaur Tracks 2. Ride The Big Sky (Motorcycles) 3.	Tactic	Carla Hunsley Carla Hunsley	?	?	
Fort Peck Lake Tour  1.1.1.3.5: Russell Country attend consumer travel shows that target specific high value, low impact	Tactic	Gayle Fisher	0	Ò	
markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0		O	Ť	L
1.1.1.3.5.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Gayle Fisher			*
1.1.1.3.5.2: Report bookings received by Montana industry participants.	Tactic	Gayle Fisher			~
1.1.1.3.6: Yellowstone Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Robin Hoover			1
1.1.1.3.6.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and	Tactic	Robin Hoover		?	
attractions, and share leads.  1.1.3.6.2: Report bookings received by Montana industry participants.	74000		_		_

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1.1.1.3.7: Big Sky CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Marne Hayes	?	?	?
1.1.1.3.7.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and	Tactic	Marne Hayes	?	?	
attractions, and share leads.  1.1.1.3.7.2: Report bookings received by Montana industry participants.	Tactic	Marne Hayes	?	?	┢
1.1.1.3.8: Billings CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Joan Kronebusch	8	1	L
1.1.1.3.8.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Joan Kronebusch	O	8	
1.1.1.3.8.2: Report bookings received by Montana industry participants.	Tactic	Joan Kronebusch		Ť	×
1.1.1.3.9: Bozeman CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Jim Robbins			>
1.1.1.3.9.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Jim Robbins		?	Ī
1.1.1.3.9.2: Report bookings received by Montana industry participants.	Tactic	Jim Robbins	_	i	•
1.1.1.3.9.3: Cooperative travel show presentation	Tactic	Jim Robbins	?	?	Ť
1.1.1.3.10: Butte CVB attend consumer travel shows that target specific high value, low impact	0	Cindy Perdue Dolan	?	?	?
markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.10.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and	Tactic	Cindy Perdue Dolan	?	?	H
attractions, and share leads.  1.1.1.3.10.2: Report bookings received by Montana industry participants.	Tactic	Cindy Perdue Dolan	?	?	_
1.1.1.3.11: Flathead CVB attend consumer travel shows that target specific high value, low impact	_	Diane Medler	-	<u> </u>	Η.
markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.11.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and	0	Diane Medler		<del></del>	*
attractions, and share leads.	Tactic			<u></u>	~
1.1.1.3.11.2: Report bookings received by Montana industry participants.	Tactic	Diane Medler		<u> </u>	×
1.1.1.3.12: Great Falls CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	MIriam Martinson		1	-
1.1.1.3.12.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	MIriam Martinson			>
1.1.1.3.12.2: Report bookings received by Montana industry participants.	Tactic	MIriam Martinson			>
1.1.1.3.13: Helena CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Mike Mergenthaler	?	?	?
1.1.1.3.13.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Mike Mergenthaler	?	?	
1.1.1.3.13.2: Report bookings received by Montana industry participants.	Tactic	Mike Mergenthaler	?	?	-
1.1.1.3.14: Miles City CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	John Laney	?	?	?
1.1.1.3.14.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	John Laney	?	?	
1.1.1.3.14.2: Report bookings received by Montana industry participants.	Tactic	John Laney	?	?	
1.1.1.3.15: Missoula CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Barbara Ann Neilan	?	?	?
1.1.1.3.15.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and	Tactic	Barbara Ann Neilan	?	?	T
attractions, and share leads. 1.1.1.3.15.2: Report bookings received by Montana industry participants.	Tactic	Barbara Ann Neilan	?	?	-
1.1.1.3.16: West Yellowstone CVB attend consumer travel shows that target specific high value, low	0	Marysue Costello	?	?	1
impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.16.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and	Tactic	Marysue Costello			
attractions, and share leads.  1.1.1.3.16.2: Report bookings received by Montana industry participants.		Marysue Costello		_	
1.1.1.3.17: Whitefish CVB attend consumer travel shows that target specific high value, low impact	nactic	Jan Metzmaker	?	?	-
markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.17.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and	Tootio	Jan Metzmaker			_
attractions, and share leads.  1.1.1.3.17.2: Report bookings received by Montana industry participants.	Tactic	Jan Metzmaker		<del></del>	* /
1.1.1.3.17.2. Report bookings received by worldana industry participants.  1.1.1.3.18: Havre CVB attend consumer travel shows that target specific high value, low impact	Tactic	Debbie A Vandeberg			>
markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).  1.1.1.3.18.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and	0	Debbie A Vandeberg		<u> </u>	•
attractions, and share leads.	Tactic	_	?	?	
1.1.1.3.18.2: Report bookings received by Montana industry participants.	Tactic	Debbie A Vandeberg Victor Bjornberg	?	?	-
, , , , ,	0	Victor Bjornberg	0	<b>→</b>	L
1.1.1.4: Continue marketing to international travelers. Work with RMI to provide annual reports on Montana product 'on the shelf' in the overseas markets. Educate Montana suppliers, Share leads, semi-			-		Τ.
1.1.1.4: Continue marketing to international travelers. Work with RMI to provide annual reports on Montana product 'on the shelf' in the overseas markets. Educate Montana suppliers, Share leads, semi-annual reports about media value     1.1.1.4.1: Travel Montana continue marketing to international travelers. Work with RMI to provide annual reports on Montana product 'on the shelf' in the overseas markets. Educate Montana suppliers,	0	Pamela Portner Gosink	0	7	L
1.1.1.4: Continue marketing to international travelers. Work with RMI to provide annual reports on Montana product 'on the shelf' in the overseas markets. Educate Montana suppliers, Share leads, semi-annual reports about media value     1.1.1.4.1: Travel Montana continue marketing to international travelers. Work with RMI to provide annual reports on Montana product 'on the shelf' in the overseas markets. Educate Montana suppliers, Share leads, semi-annual reports about media value     1.1.1.4.1.1: Conduct a survey of the Montana tourism industry to measure results of international		Pamela Portner Gosink Christine Oschell	0	?	
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1.1.1.4: Continue marketing to international travelers. Work with RMI to provide annual reports on Montana product 'on the shelf' in the overseas markets. Educate Montana suppliers, Share leads, semi-annual reports about media value     1.1.1.4.1: Travel Montana continue marketing to international travelers. Work with RMI to provide annual reports on Montana product 'on the shelf' in the overseas markets. Educate Montana suppliers, Share leads, semi-annual reports about media value     1.1.1.4.1.1: Conduct a survey of the Montana tourism industry to measure results of international marketing efforts.	O Tactic	Christine Oschell	0		?
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other online survey tools to determine characteristics, spending, docision-making habits of potential/convented MT investers, and RO of maketing efforts.  1.1.5.1.3. Obtain monthly lodging tax collection reports, to observe results from specific results. It is a second to the provision of the p	1.1.1.5.1.1: Respond to consumer inquiries with Montana information, and maintain databases of	Tactic	Pamela Portner Gosink			✓
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1.1.1.5.6: Russell Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.  1.1.1.5.6.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.  1.1.1.5.6.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.  1.1.1.5.6.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.  1.1.1.5.6.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).  1.1.1.5.6.5: Report results of research to Strategic Plan stakeholders.  7 actic Gayle Fisher 7 actic Gayle Fisher 7 actic Gayle Fisher		Tactic	Carla Hunsley	č	C	
1.1.1.5.6.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.  1.1.1.5.6.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.  1.1.1.5.6.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.  1.1.1.5.6.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).  1.1.1.5.6.5: Report results of research to Strategic Plan stakeholders.  1.1.1.5.7: Yellowstone Country enhance tracking and reporting of results and return on investment  Robin Hoover ? ?			Gayle Fisher	ŏ	) 🕇	м
1.1.1.5.6.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.  1.1.1.5.6.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.  1.1.1.5.6.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).  1.1.1.5.6.5: Report results of research to Strategic Plan stakeholders.  7 actic Gayle Fisher  1.1.1.5.7: Yellowstone Country enhance tracking and reporting of results and return on investment  Robin Hoover ? ?	1.1.1.5.6.1: Respond to consumer inquiries with Montana information, and maintain databases of	Tactic	Gayle Fisher			/
1.1.1.5.6.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.  1.1.1.5.6.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).  1.1.1.5.6.5: Report results of research to Strategic Plan stakeholders.  1.1.1.5.7: Yellowstone Country enhance tracking and reporting of results and return on investment  Robin Hoover  Robin Hoover  ? ? ?	1.1.1.5.6.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of	Tactic	Gayle Fisher			×
1.1.1.5.6.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).  1.1.1.5.6.5: Report results of research to Strategic Plan stakeholders.  1.1.1.5.7: Yellowstone Country enhance tracking and reporting of results and return on investment  Robin Hoover  ? ? ?	1.1.1.5.6.3: Obtain monthly lodging tax collection reports, to observe results from specific	Tactic	Gayle Fisher			×
1.1.1.5.6.5: Report results of research to Strategic Plan stakeholders.  Tactic Gayle Fisher  1.1.1.5.7: Yellowstone Country enhance tracking and reporting of results and return on investment  Robin Hoover ? ? ?	1.1.1.5.6.4: Conduct research annually to measure results of advertising and web marketing, and	Tactic	Gayle Fisher			<b>~</b>
1.1.1.5.7: Yellowstone Country enhance tracking and reporting of results and return on investment Robin Hoover ? ? ?		Tactic	Gayle Fisher			·
( ,			Robin Hoover	?	?	?
1.1.1.5.7.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	1.1.1.5.7.1: Respond to consumer inquiries with Montana information, and maintain databases of	Tactic	Robin Hoover			~

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.1.1.5.7.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Robin Hoover	0	?	
1.1.5.7.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Robin Hoover	0	?	
1.1.1.5.7.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Robin Hoover	0	?	
1.1.1.5.7.5: Report results of research to Strategic Plan stakeholders.	Tactic	Robin Hoover	•	?	
1.1.1.5.8: Big Sky CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Marne Hayes	?	?	?
1.1.1.5.8.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Marne Hayes	?	?	
1.1.1.5.8.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Marne Hayes	?	?	
1.1.1.5.8.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Marne Hayes	?	?	
1.1.1.5.8.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Marne Hayes			✓
1.1.1.5.8.5: Report results of research to Strategic Plan stakeholders.	Tactic	Marne Hayes			X
1.1.1.5.9: Billings CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Joan Kronebusch	?	?	?
1.1.1.5.9.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Joan Kronebusch	0	?	
1.1.1.5.9.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Joan Kronebusch	0	?	
1.1.1.5.9.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Joan Kronebusch	0	?	
1.1.1.5.9.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Joan Kronebusch	0	?	
1.1.1.5.9.5: Report results of research to Strategic Plan stakeholders.	Tactic	Joan Kronebusch	0	?	
1.1.1.5.10: Bozeman CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Jim Robbins	?	?	?
1.1.1.5.10.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Jim Robbins			<b>~</b>
1.1.1.5.10.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of	Tactic	Jim Robbins			~
potential/converted MT travelers, and ROI of marketing efforts.  1.1.1.5.10.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Jim Robbins	0	?	
1.1.5.10.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Jim Robbins			<b>✓</b>
1.1.1.5.10.5: Report results of research to Strategic Plan stakeholders.	Tactic	Jim Robbins			/
1.1.1.5.11: Butte CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Cindy Perdue Dolan	?	?	?
1.1.1.5.11.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.5.11.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.5.11.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Cindy Perdue Dolan	?	?	
1.1.5.11.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.5.11.5: Report results of research to Strategic Plan stakeholders.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.5.12: Flathead CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Diane Medler			<b>^</b>
1.1.1.5.12.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Diane Medler			✓
1.1.1.5.12.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Diane Medler			×
1.1.1.5.12.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Diane Medler			X
1.1.1.5.12.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Diane Medler			X
1.1.1.5.12.5: Report results of research to Strategic Plan stakeholders.	Tactic	Diane Medler			×
	0	MIriam Martinson	?	?	?
1.1.1.5.13: Great Falls CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.			1	-	$\vdash$
from state, regional, and CVB advertising efforts.  1.1.1.5.13.1: Respond to consumer inquiries with Montana information, and maintain databases of	Tactic	MIriam Martinson	0	?	
from state, regional, and CVB advertising efforts.	_	MIriam Martinson MIriam Martinson	0	?	×

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.1.5.13.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	MIriam Martinson	0	?	
1.1.1.5.13.5: Report results of research to Strategic Plan stakeholders.	Tactic	MIriam Martinson		?	
1.1.1.5.14: Helena CVB enhance tracking and reporting of results and return on investment (ROI) from	0	Mike Mergenthaler	?	?	?
state, regional, and CVB advertising efforts.  1.1.1.5.14.1: Respond to consumer inquiries with Montana information, and maintain databases of	Tactic	Mike Mergenthaler	?	?	
inquiries by date, source code, and interest.  1.1.1.5.14.2: Pool state, region, local funds, databases to conduct ad conversion research, or use	740110	Mike Mergenthaler	ļ ·	•	
other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	wike wergermaler	?	?	
1.1.1.5.14.3: Obtain monthly lodging tax collection reports, to observe results from specific	T	Mike Mergenthaler	?	?	
campaigns and efforts, and use the information to improve future ROI.  1.1.1.5.14.4: Conduct research annually to measure results of advertising and web marketing, and	Tactic	Mike Mergenthaler			
improvements in return on investment (ROI).	Tactic	Ů	?	?	
1.1.1.5.14.5: Report results of research to Strategic Plan stakeholders	Tactic	Mike Mergenthaler	?	?	?
1.1.1.5.15: Miles City CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	John Laney	?	?	?
1.1.1.5.15.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	John Laney	?	?	
1.1.1.5.15.2: Pool state, region, local funds, databases to conduct ad conversion research, or use	Tastis	John Laney		•	
other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic		?	?	
1.1.1.5.15.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	John Laney	?	?	
1.1.1.5.15.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	John Laney	?	?	
1.1.1.5.15.5: Report results of research to Strategic Plan stakeholders	Tactic	John Laney	?	?	
1.1.1.5.16: Missoula CVB enhance tracking and reporting of results and return on investment (ROI)	0	Barbara Ann Neilan	?	?	?
from state, regional, and CVB advertising efforts.  1.1.1.5.16.1: Respond to consumer inquiries with Montana information, and maintain databases of	Tactic	Barbara Ann Neilan	?	?	
inquiries by date, source code, and interest.  1.1.1.5.16.2: Pool state, region, local funds, databases to conduct ad conversion research, or use	74000	Barbara Ann Neilan	· ·		
other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Darbara Arri Nellari	?	?	
1.1.1.5.16.3: Obtain monthly lodging tax collection reports, to observe results from specific	Tactic	Barbara Ann Neilan	?	?	
campaigns and efforts, and use the information to improve future ROI.  1.1.1.5.16.4: Conduct research annually to measure results of advertising and web marketing, and	Tactic	Barbara Ann Neilan	?	?	
improvements in return on investment (ROI).  1.1.1.5.16.5: Report results of research to Strategic Plan stakeholders.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.5.17: West Yellowstone CVB enhance tracking and reporting of results and return on investment	_	Marysue Costello	?	?	?
(ROI) from state, regional, and CVB advertising efforts.	0				
1.1.1.5.17.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Marysue Costello			>
1.1.1.5.17.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of	Tactic	Marysue Costello			~
potential/converted MT travelers, and ROI of marketing efforts.  1.1.1.5.17.3: Obtain monthly lodging tax collection reports, to observe results from specific	Tactic	Marysue Costello			>
campaigns and efforts, and use the information to improve future ROI.  1.1.1.5.17.4: Conduct research annually to measure results of advertising and web marketing, and		Marysue Costello			<u> </u>
improvements in return on investment (ROI).	Tactic	-			>
1.1.1.5.17.5: Report results of research to Strategic Plan stakeholders.	Tactic	Marysue Costello			✓
1.1.1.5.18: Whitefish CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Jan Metzmaker	0	?	?
1.1.1.5.18.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Jan Metzmaker	0	?	
1.1.1.5.18.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of	Tactic	Jan Metzmaker		?	
potential/converted MT travelers, and ROI of marketing efforts.					
1.1.1.5.18.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Jan Metzmaker	0	?	
1.1.1.5.18.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Jan Metzmaker			۲
1.1.1.5.18.5: Report results of research to Strategic Plan stakeholders.	Tactic	Jan Metzmaker			<b>~</b>
1.1.1.5.19: Havre CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Debbie A Vandeberg	?	?	?
1.1.1.5.19.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Debbie A Vandeberg	?	?	
1.1.1.5.19.2: Pool state, region, local funds, databases to conduct ad conversion research, or use	Totals	Debbie A Vandeberg	2	2	
other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic		?	?	
1.1.1.5.19.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Debbie A Vandeberg	?	?	
1.1.5.19.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Debbie A Vandeberg	?	?	
1.1.1.5.19.5: Report results of research to Strategic Plan stakeholders.	Tactic	Debbie A Vandeberg	?	?	
1.1.2: Promote Montana to targeted groups and events, emphasizing offpeak season.	Q	Victor Bjornberg	0	1	L
1.1.2.1: Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana,	0	Victor Bjornberg	$\otimes$	1	М

	Creation Status	Owner	Revi	ew S	Sta
tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or					T
the Western Association of CVBs (WACVB).					1
1.1.2.1.1: Big Sky CVB amplify targeted sales and marketing to attract groups, meetings, and	_	Marne Hayes	?	?	
conferences to Montana, tapping the standards and resources of the Destination Marketing	0				١
Association International (DMAI) and/or the Western Association of CVBs (WACVB).  1.1.2.1.1.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales		Marna Hayaa	-		4
and bidding efforts.	Tactic	Marne Hayes	?	?	
1.1.2.1.1.2: Update appropriate listings on Montanameetings.com.	Tactic	Marne Hayes	?	?	٦
1.1.2.1.1.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and		Marne Hayes	-		-
universities to assist with group and event recruitment.	Tactic	iviallie Hayes	?	?	
1.1.2.1.2: Billings CVB amplify targeted sales and marketing to attract groups, meetings, and		Joan Kronebusch	?	?	٦
conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0				
1.1.2.1.2.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales	Tactic	Joan Kronebusch		?	٦
and bidding efforts.		laan Kaanah wash	=		_
1.1.2.1.2.2: Update appropriate listings on montanameetings.com.	Tactic	Joan Kronebusch	0	?	_
1.1.2.1.2.3: Continue the 'Invite-a- Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Joan Kronebusch		?	
1.1.2.1.3: Bozeman CVB amplify targeted sales and marketing to attract groups, meetings, and		Jim Robbins	?	?	٦
conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0				
1.1.2.1.3.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales	Tactic	Jim Robbins		?	i
and bidding efforts.		En Dalla		· ·	_
1.1.2.1.3.2: Update appropriate listings on montanameetings.com.	Tactic	Jim Robbins			
1.1.2.1.3.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Jim Robbins			
1.1.2.1.4: Butte CVB amplify targeted sales and marketing to attract groups, meetings, and	_	Cindy Perdue Dolan	?	?	1
conferences to Montana, tapping the standards and resources of the Destination Marketing	0				
Association International (DMAI) and/or the Western Association of CVBs (WACVB).					_
1.1.2.1.4.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales	Tactic	Cindy Perdue Dolan	?	?	
and bidding efforts.	T	O's to Book of Bolton		•	4
1.1.2.1.4.2: Update appropriate listings on montanameetings.com.	Tactic	Cindy Perdue Dolan	?	?	4
1.1.2.1.4.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Cindy Perdue Dolan	?	?	
1.1.2.1.5: Flathead CVB amplify targeted sales and marketing to attract groups, meetings, and		Diane Medler	-		4
conferences to Montana, tapping the standards and resources of the Destination Marketing	0	Diane Mediei			
Association International (DMAI) and/or the Western Association of CVBs (WACVB).					
1.1.2.1.5.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales	T	Diane Medler			٦
and bidding efforts.	Tactic				
1.1.2.1.5.2: Update appropriate listings on montanameetings.com.	Tactic	Diane Medler			٦
1.1.2.1.5.3: Continue the 'Invite-a- Convention' program to involve citizens, businesses, and		Diane Medler			٦
universities to assist with group and event recruitment.	Tactic	Diane ividaidi			
1.1.2.1.6: Great Falls CVB amplify targeted sales and marketing to attract groups, meetings, and		MIriam Martinson	?	?	٦
conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0				
1.1.2.1.6.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales		MIriam Martinson	<b>—</b>	•	٦
and bidding efforts.	Tactic		?	?	
1.1.2.1.6.2: Update appropriate listings on montanameetings.com.	Tactic	MIriam Martinson	?	?	-
1.1.2.1.6.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and		MIriam Martinson	_		-
universities to assist with group and event recruitment.	Tactic		?	?	
1.1.2.1.7: Helena CVB amplify targeted sales and marketing to attract groups, meetings, and	_	Mike Mergenthaler	?	?	
conferences to Montana, tapping the standards and resources of the Destination Marketing	0	_			
Association International (DMAI) and/or the Western Association of CVBs (WACVB).					
1.1.2.1.7.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales	Tactic	Mike Mergenthaler	?	?	
and bidding efforts.					_
1.1.2.1.7.2: Update appropriate listings on montanameetings.com.	Tactic	Mike Mergenthaler	?	?	_
1.1.2.1.7.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and	Tactic	Mike Mergenthaler	?	?	
universities to assist with group and event recruitment.				_	_
1.1.2.1.8: Miles City CVB amplify targeted sales and marketing to attract groups, meetings, and	$\sim$	John Laney	?	?	
conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0				
1.1.2.1.8.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales		John Laney	-		-
	Tactic	Com Lancy	?	?	
and bidding efforts.	Tactic	John Laney	?	?	-
and bidding efforts.  1.1.2.1.8.2: Update appropriate listings on montanameetings.com.		John Laney	1		-
1.1.2.1.8.2: Update appropriate listings on montanameetings.com.			?	?	
	Tactic		?	?	-
1.1.2.1.8.2: Update appropriate listings on montanameetings.com.     1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Barbara Ann Neilan			
1.1.2.1.8.2: Update appropriate listings on montanameetings.com.     1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.  1.1.2.1.9: Missoula CVB amplify targeted sales and marketing to attract groups, meetings, and	_	Barbara Ann Neilan	-		
1.1.2.1.8.2: Update appropriate listings on montanameetings.com.     1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Barbara Ann Neilan			
1.1.2.1.8.2: Update appropriate listings on montanameetings.com.     1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.     1.1.2.1.9: Missoula CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association	0	Barbara Ann Neilan  Barbara Ann Neilan		2	_
1.1.2.1.8.2: Update appropriate listings on montanameetings.com.     1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.  1.1.2.1.9: Missoula CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	O Tactic		?	?	_
1.1.2.1.8.2: Update appropriate listings on montanameetings.com.     1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.  1.1.2.1.9: Missoula CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).  1.1.2.1.9.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales	0			?	_
1.1.2.1.8.2: Update appropriate listings on montanameetings.com. 1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment. 1.1.2.1.9: Missoula CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB). 1.1.2.1.9.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts. 1.1.2.1.9.2: Update appropriate listings on montanameetings.com. 1.1.2.1.9.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and	Tactic Tactic	Barbara Ann Neilan	?	?	
1.1.2.1.8.2: Update appropriate listings on montanameetings.com.  1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.  1.1.2.1.9: Missoula CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).  1.1.2.1.9.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.  1.1.2.1.9.2: Update appropriate listings on montanameetings.com.  1.1.2.1.9.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	O Tactic	Barbara Ann Neilan Barbara Ann Neilan Barbara Ann Neilan	? ?	?	
1.1.2.1.8.2: Update appropriate listings on montanameetings.com.     1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.  1.1.2.1.9: Missoula CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).  1.1.2.1.9.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.  1.1.2.1.9.2: Update appropriate listings on montanameetings.com.  1.1.2.1.9.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan	?	?	
1.1.2.1.8.2: Update appropriate listings on montanameetings.com.  1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.  1.1.2.1.9: Missoula CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).  1.1.2.1.9.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.  1.1.2.1.9.2: Update appropriate listings on montanameetings.com.  1.1.2.1.9.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan Barbara Ann Neilan	? ?	?	_

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatu
sales and bidding efforts.					
1.1.2.1.10.2: Update appropriate listings on montanameetings.com.	Tactic	Marysue Costello			<b>~</b>
1.1.2.1.10.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Marysue Costello			✓
1.1.2.1.11: Whitefish CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Jan Metzmaker	?	?	?
1.1.2.1.11.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive	Tactic	Jan Metzmaker		?	
sales and bidding efforts.  1.1.2.1.11.2: Update appropriate listings on montanameetings.com.	Tactic	Jan Metzmaker	_		>
1.1.2.1.11.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Jan Metzmaker			>
1.1.2.1.12: Havre CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Debbie A Vandeberg			
1.1.2.1.1.2.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Debbie A Vandeberg	?	?	T
1.1.2.1.12.2: Update appropriate listings on montanameetings.com.	Tactic	Debbie A Vandeberg	?	?	$\vdash$
1.1.2.1.12.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Debbie A Vandeberg	?	?	T
1.1.2.2: Work with local sports groups/clubs to attract regional and national sports competitions in off-	0	Victor Bjornberg	Ø	1	١
peak seasons.  1.1.2.2.1: Travel Montana work with local sports groups/clubs to attract regional and national sports	ō	Pamela Portner Gosink	_	,	>
competitions in off-peak seasons.  1.1.2.2.1.1: Identify opportunities to use existing facilities to host sports competitions (stadiums,	0	Pamela Portner Gosink			′
general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic				>
1.1.2.2.1.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Pamela Portner Gosink		?	
1.1.2.2.2: Custer Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Nick Mann	?	?	1
1.1.2.2.2.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Nick Mann			>
1.1.2.2.2.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Nick Mann			>
possibilities for events to be hosted in Montana.  1.1.2.2.3: Glacier Country work with local sports groups/clubs to attract regional and national sports	0	Racene Friede	?	?	
competitions in off-peak seasons.	0	Daniel Edut			
1.1.2.2.3.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Racene Friede		?	
1.1.2.2.3.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Racene Friede		?	
1.1.2.2.4: Gold West Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Sarah Bannon			1
1.1.2.2.4.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Sarah Bannon	•	?	
1.1.2.2.4.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Sarah Bannon		?	t
possibilities for events to be hosted in Montana.  1.1.2.2.5: Missouri River Country work with local sports groups/clubs to attract regional and national	0	Carla Hunsley	?	?	+
sports competitions in off-peak seasons.  1.1.2.2.5.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf	Tactic	Carla Hunsley	0	0	-
courses, downhill/XC ski facilities, etc.).  1.1.2.2.5.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Carla Hunsley	?	?	
possibilities for events to be hosted in Montana.  1.1.2.2.6: Russell Country work with local sports groups/clubs to attract regional and national sports	0	Gayle Fisher	0	_	ŀ
competitions in off-peak seasons.  1.1.2.2.6.1: Identify opportunities to use existing facilities to host sports competitions (stadiums,	0	Gayle Fisher	0	_	•
general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	,			٧
1.1.2.2.6.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Gayle Fisher			•
1.1.2.2.7: Yellowstone Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Robin Hoover			1
1.1.2.2.7.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Robin Hoover			>
1.1.2.2.7.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Robin Hoover			>
1.1.2.2.8: Big Sky CVB work with local sports groups/clubs to attract regional and national sports	0	Marne Hayes	?	?	
competitions in off-peak seasons.  1.1.2.2.8.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf	Tactic	Marne Hayes	?	?	
courses, downhill/XC ski facilities, etc.).  1.1.2.2.8.2: Work with local sports clubs to contact sports associations or federations and explore	<u> </u>	Marne Hayes			╄
possibilities for events to be hosted in Montana.	Tactic	arrio riayos	?	?	1

Objective, Strategy, or Tactic	Creatior Status	Owner	Revi	ew S	Sta
1.1.2.2.9: Billings CVB work with local sports groups/clubs to attract regional and national sports	0	Joan Kronebusch	?	?	
competitions in off-peak seasons.  1.1.2.2.9.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf	Tactic	Joan Kronebusch	0	?	t
courses, downhill/XC ski facilities, etc.).  1.1.2.2.9.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Joan Kronebusch	0	?	Ŧ
possibilities for events to be hosted in Montana.  1.1.2.2.10: Bozeman CVB work with local sports groups/clubs to attract regional and national sports	0	Jim Robbins	?	?	t
competitions in off-peak seasons.	0	lim Dobbino			1
1.1.2.2.10.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Jim Robbins	•	?	
1.1.2.2.10.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	e Tactic	Jim Robbins		?	Ī
1.1.2.2.11: Butte CVB work with local sports groups/clubs to attract regional and national sports	0	Cindy Perdue Dolan	?	?	1
competitions in off-peak seasons.  1.1.2.2.11.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf	Tactic	Cindy Perdue Dolan			1
courses, downhill/XC ski facilities, etc.).  1.1.2.2.11.2: Work with local sports clubs to contact sports associations or federations and explore	e	Cindy Perdue Dolan	_	•	4
possibilities for events to be hosted in Montana.  1.1.2.2.12: Flathead CVB work with local sports groups/clubs to attract regional and national sports	Tactic	Diane Medler	O	?	4
competitions in off-peak seasons.	0				
1.1.2.2.12.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Diane Medler			
1.1.2.2.12.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	e Tactic	Diane Medler			
1.1.2.2.13: Great Falls CVB work with local sports groups/clubs to attract regional and national sport competitions in off-peak seasons.	s 0	MIriam Martinson	?	?	-
1.1.2.2.13.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf	Tactic	MIriam Martinson	0	?	-
courses, downhill/XC ski facilities, etc.).  1.1.2.2.13.2: Work with local sports clubs to contact sports associations or federations and explore associations or several to the hosted in Montage.	e Tactic	MIriam Martinson	?	?	
possibilities for events to be hosted in Montana.  1.1.2.2.14: Helena CVB work with local sports groups/clubs to attract regional and national sports	0	Mike Mergenthaler	?	?	-
competitions in off-peak seasons.  1.1.2.2.14.1: Identify opportunities to use existing facilities to host sports competitions (stadiums,	_	Mike Mergenthaler			_
general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	, and the second	?	?	
1.1.2.2.14.2: Work with local sports clubs to contact sports associations or federations and explor possibilities for events to be hosted in Montana.	e Tactic	Mike Mergenthaler	?	?	
1.1.2.2.15: Miles City CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	John Laney	?	?	
1.1.2.2.15.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf	Tactic	John Laney	?	?	
courses, downhill/XC ski facilities, etc.).  1.1.2.2.15.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	e Tactic	John Laney	?	?	_
1.1.2.2.16: Missoula CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Barbara Ann Neilan	?	?	
1.1.2.2.16.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf	Tactic	Barbara Ann Neilan	?	?	
courses, downhill/XC ski facilities, etc.).  1.1.2.2.16.2: Work with local sports clubs to contact sports associations or federations and explore	e Tactic	Barbara Ann Neilan	?	?	-
possibilities for events to be hosted in Montana.  1.1.2.2.17: West Yellowstone CVB work with local sports groups/clubs to attract regional and national		Marysue Costello	?	?	_
sports competitions in off-peak seasons.  1.1.2.2.17.1: Identify opportunities to use existing facilities to host sports competitions (stadiums,	" 0	Marysue Costello			_
general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Marysuc Oostello			
1.1.2.2.17.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	e Tactic	Marysue Costello			
1.1.2.2.18: Whitefish CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Jan Metzmaker	?	?	
1.1.2.2.18.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf	Tactic	Jan Metzmaker			
<ul> <li>courses, downhill/XC ski facilities, etc.).</li> <li>1.1.2.2.18.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.</li> </ul>	e Tactic	Jan Metzmaker			
1.1.2.2.19: Havre CVB work with local sports groups/clubs to attract regional and national sports	0	Debbie A Vandeberg	?	?	
competitions in off-peak seasons.  1.1.2.2.19.1: Identify opportunities to use existing facilities to host sports competitions (stadiums,		Debbie A Vandeberg			
general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic		?	?	
1.1.2.2.19.2: Work with local sports clubs to contact sports associations or federations and explor possibilities for events to be hosted in Montana.	e Tactic	Debbie A Vandeberg	?	?	
1.1.2.3: Continue to promote Montana as a film location and consider enhanced incentives for film	0	Sten Iversen	)		1

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.1.2.3.1: Montana Film Office continue to promote Montana as a film location and consider enhanced incentives for film production in Montana. Monitor incentive programs in surrounding states, provinces, and worldwide.	0	Sten Iversen	0	<b>†</b>	L
1.1.2.3.1.1: Develop appropriate new initiatives and legislative solutions as needed to maintain competitiveness in recruiting the production industry.	Tactic	Sten Iversen	0	?	
1.1.2.3.1.2: Work with public land managers and the film industry to avoid conflicts with filming regulations and land access issues.	Tactic	Sten Iversen	0	0	
1.1.2.3.1.4: Work with the executive branch and legislature to extend the Big Sky on the Big Screen film production incentives beyond 2009.	Tactic	Sten Iversen	0	0	✓
1.1.2.4: Target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Susan Buhr	0	1	L
1.1.2.4.1: Travel Montana target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Susan Buhr	0	1	?
1.1.2.4.1.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Susan Buhr	O	?	
1.1.2.4.1.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Susan Buhr	O	?	
1.1.2.4.1.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Susan Buhr	0	?	
1.1.2.4.1.4: Maintain a statewide database of at least 1,400 travel journalists, and communicate with them regularly.	Tactic	Susan Buhr	0	?	
1.1.2.4.1.5: Conduct workshop at 2010 Gov Conf on Publicity & travel writers.	Tactic	Susan Buhr			✓
1.1.2.4.2: Custer Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Nick Mann	?	?	?
1.1.2.4.2.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Nick Mann			✓
1.1.2.4.2.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Nick Mann			X
1.1.2.4.2.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Nick Mann			<b>~</b>
1.1.2.4.3: Glacier Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Racene Friede	?	?	?
1.1.2.4.3.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Racene Friede	0	?	
1.1.2.4.3.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Racene Friede			<b>✓</b>
1.1.2.4.3.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Racene Friede	0	?	
1.1.2.4.4: Gold West Country target travel media to increase the visibility of Montana as a leisure trave destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Sarah Bannon	?	?	?
1.1.2.4.4.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Sarah Bannon		?	
1.1.2.4.4.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Sarah Bannon	Ŏ	?	
1.1.2.4.4.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Sarah Bannon	•	?	
1.1.2.4.5: Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Carla Hunsley	?	?	?
1.1.2.4.5.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Carla Hunsley	O	O	
1.1.2.4.5.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Carla Hunsley	_	Ŭ	/
1.1.2.4.5.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Carla Hunsley			×
1.1.2.4.6: Russell Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Gayle Fisher	0	t	М
1.1.2.4.6.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Gayle Fisher			/
1.1.2.4.6.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Gayle Fisher			X
1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Gayle Fisher			<b>✓</b>
1.1.2.4.6.5: Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.	Tactic	Gayle Fisher			<b>✓</b>
1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Robin Hoover	?	?	?
1.1.2.4.7.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Robin Hoover	0	?	
1.1.2.4.7.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Robin Hoover	ŏ	?	
1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Robin Hoover	O	?	
1.1.2.4.8: Big Sky CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Marne Hayes	?	?	?
1.1.2.4.8.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Marne Hayes	?	?	
1.1.2.4.8.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Marne Hayes	?	?	
1.1.2.4.8.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Marne Hayes	?	?	
1.1.2.4.9: Billings CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Joan Kronebusch			•
1.1.2.4.9.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Joan Kronebusch	0	?	L
1.1.2.4.9.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Joan Kronebusch		?	
1.1.2.4.9.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Joan Kronebusch	0	?	
1.1.2.4.10: Bozeman CVB target travel media to increase the visibility of Montana as a leisure travel	0	Jim Robbins	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
1.1.2.4.10.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Jim Robbins	0	?	
1.1.2.4.10.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Jim Robbins	Ö	?	
1.1.2.4.10.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets	Tactic	Jim Robbins	$\otimes$	?	
and seasons. 1.1.2.4.11: Butte CVB target travel media to increase the visibility of Montana as a leisure travel	naciic	Cindy Perdue Dolan	?	?	?
destination. Proactively pitch Montana press releases and story ideas to travel media.  1.1.2.4.11.1: Disseminate leads and industry trend information to tourism businesses and	Tactic	Cindy Perdue Dolan	?	?	-
attractions.  1.1.2.4.11.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Cindy Perdue Dolan	?	?	
1.1.2.4.11.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets	Tactic	Cindy Perdue Dolan	?	?	
and seasons.  1.1.2.4.12: Flathead CVB target travel media to increase the visibility of Montana as a leisure travel	0	Diane Medler	?	?	?
destination. Proactively pitch Montana press releases and story ideas to travel media.  1.1.2.4.12.1: Disseminate leads and industry trend information to tourism businesses and	Tactic	Diane Medler			,
attractions.  1.1.2.4.12.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Diane Medler			.,
1.1.2.4.12.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets	Tactic	Diane Medler		?	*
and seasons.  1.1.2.4.13: Great Falls CVB target travel media to increase the visibility of Montana as a leisure travel	0	MIriam Martinson	?	?	?
destination. Proactively pitch Montana press releases and story ideas to travel media.  1.1.2.4.13.1: Disseminate leads and industry trend information to tourism businesses and	Tactic	MIriam Martinson	?	?	
attractions.  1.1.2.4.13.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	MIriam Martinson	?	?	
1.1.2.4.13.2. Coordinate a publicity workshops for fourish dusinesses and attractions.  1.1.2.4.13.3. Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	MIriam Martinson	?	?	
1.1.2.4.14: Helena CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Mike Mergenthaler	?	?	?
1.1.2.4.14.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Mike Mergenthaler	?	?	
1.1.2.4.14.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Mike Mergenthaler	?	?	
1.1.2.4.14.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Mike Mergenthaler	?	?	
1.1.2.4.15: Miles City CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	John Laney	?	?	?
1.1.2.4.15.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	John Laney	?	?	
1.1.2.4.15.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	John Laney	?	?	
1.1.2.4.15.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	John Laney	?	?	
1.1.2.4.16: Missoula CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Barbara Ann Neilan	?	?	?
1.1.2.4.16.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.4.16.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.4.16.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.4.17: West Yellowstone CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Marysue Costello	?	?	
1.1.2.4.17.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Marysue Costello			*
1.1.2.4.17.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Marysue Costello			*
1.1.2.4.17.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Marysue Costello			*
1.1.2.4.18: Whitefish CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Jan Metzmaker	*	t	L
1.1.2.4.18.1: Disseminate leads and industry trend information to tourism businesses and	Tactic	Jan Metzmaker	0	?	
attractions.		Jan Metzmaker			>
attractions.  1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic				•
1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.      1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets.	Tactic Tactic	Jan Metzmaker			-
1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.      1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.      1.1.2.4.19: Havre CVB target travel media to increase the visibility of Montana as a leisure travel		Jan Metzmaker  Debbie A Vandeberg	?	?	'
1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.      1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.      1.1.2.4.19: Havre CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.      1.1.2.4.19.1: Disseminate leads and industry trend information to tourism businesses and	Tactic		?	?	
1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.      1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.      1.1.2.4.19: Havre CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	Tactic	Debbie A Vandeberg			-
1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.  1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.  1.1.2.4.19: Havre CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.  1.1.2.4.19.1: Disseminate leads and industry trend information to tourism businesses and attractions.  1.1.2.4.19.2: Conduct publicity workshops for tourism businesses and attractions.  1.1.2.4.19.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets	Tactic O Tactic	Debbie A Vandeberg Debbie A Vandeberg	?	?	-
1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.      1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.      1.1.2.4.19: Havre CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.      1.1.2.4.19.1: Disseminate leads and industry trend information to tourism businesses and attractions.      1.1.2.4.19.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic O Tactic Tactic	Debbie A Vandeberg Debbie A Vandeberg Debbie A Vandeberg	?	?	1
1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.  1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.  1.1.2.4.19: Havre CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.  1.1.2.4.19.1: Disseminate leads and industry trend information to tourism businesses and attractions.  1.1.2.4.19.2: Conduct publicity workshops for tourism businesses and attractions.  1.1.2.4.19.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.  1.1.2.5: Continue to target tour operators to bring group tours and packaged vacations to Montana.  1.1.2.5.1: Travel Montana to target tour operators to bring group tours and packaged vacations to	Tactic  Tactic  Tactic  Tactic  Tactic	Debbie A Vandeberg  Debbie A Vandeberg  Debbie A Vandeberg  Debbie A Vandeberg	?	?	L
1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.  1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.  1.1.2.4.19: Havre CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.  1.1.2.4.19.1: Disseminate leads and industry trend information to tourism businesses and attractions.  1.1.2.4.19.2: Conduct publicity workshops for tourism businesses and attractions.  1.1.2.4.19.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.  1.1.2.5: Continue to target tour operators to bring group tours and packaged vacations to Montana.  1.1.2.5.1: Travel Montana to target tour operators to bring group tours and packaged vacations to Montana.  1.1.2.5.1.1: Promote Montana as an off-peak season destination for group/packaged educational	Tactic O Tactic Tactic Tactic	Debbie A Vandeberg  Debbie A Vandeberg  Debbie A Vandeberg  Debbie A Vandeberg  Pamela Portner Gosink	?	?	L
1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.  1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.  1.1.2.4.19: Havre CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.  1.1.2.4.19.1: Disseminate leads and industry trend information to tourism businesses and attractions.  1.1.2.4.19.2: Conduct publicity workshops for tourism businesses and attractions.  1.1.2.4.19.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.  1.1.2.5: Continue to target tour operators to bring group tours and packaged vacations to Montana.  1.1.2.5.1: Travel Montana to target tour operators to bring group tours and packaged vacations to Montana.	Tactic O Tactic Tactic Tactic O O	Debbie A Vandeberg  Debbie A Vandeberg  Debbie A Vandeberg  Debbie A Vandeberg  Pamela Portner Gosink  Pamela Portner Gosink	?	? ? <b>→</b>	L

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.2.5.2.1: Promote Montana as an off-peak season destination for group/packaged educational	Tactic	Nick Mann			./
<ul> <li>and experiential tours.</li> <li>1.1.2.5.2.2: Focus on tour operators from the National Tour Association, American Bus Association and Motorcoach Canada, as well as small independent/boutique tour operators.</li> </ul>		Nick Mann			×
1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to	0	Racene Friede	?	?	?
Montana. 1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged educational	Tactic	Racene Friede	0	?	-
and experiential tours.  1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association	, Tactic	Racene Friede	0	?	<u> </u>
and Motorcoach Canada, as well as small independent/boutique tour operators.  1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to	0	Sarah Bannon	?	?	?
Montana.  1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational	Tauria	Sarah Bannon		?	-
and experiential tours.  1.1.2.5.4.2: Focus on tour operators from the National Tour Association, American Bus Association	Tactic	Sarah Bannon	_		
and Motorcoach Canada, as well as small independent/boutique tour operators.  1.1.2.5.5: Missouri River Country to target tour operators to bring group tours and packaged vacations	Tactic	Carla Hunsley	?	?	?
to Montana.	0	·	f	ſ	ŕ
1.1.2.5.5.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Carla Hunsley		8	
1.1.2.5.5.2: Focus on tour operators from the National Tour Association, American Bus Association and Motorcoach Canada, as well as small independent/boutique tour operators.	, Tactic	Carla Hunsley		0	
1.1.2.5.6: Russell Country to target tour operators to bring group tours and packaged vacations to Montana.	0	Gayle Fisher			X
1.1.2.5.6.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Gayle Fisher			X
1.1.2.5.6.2: Focus on tour operators from the National Tour Association, American Bus Association and Motorcoach Canada, as well as small independent/boutique tour operators.	, Tactic	Gayle Fisher			×
1.1.2.5.7: Yellowstone Country to target tour operators to bring group tours and packaged vacations to	0	Robin Hoover			•
Montana.  1.1.2.5.7.1: Promote Montana as an off-peak season destination for group/packaged educational	Tactic	Robin Hoover		?	
and experiential tours.  1.1.2.5.7.2: Focus on tour operators from the National Tour Association, American Bus Association		Robin Hoover	_		×
and Motorcoach Canada, as well as small independent/boutique tour operators.  1.1.2.5.8: Big Sky CVB to target tour operators to bring group tours and packaged vacations to	0	Marne Hayes	?	?	?
Montana.  1.1.2.5.8.1: Promote Montana as an off-peak season destination for group/packaged educational	_	Marne Hayes	-		
and experiential tours. 1.1.2.5.8.2: Focus on tour operators from the National Tour Association, American Bus Association	Tactic	Marne Hayes	?	?	-
and Motorcoach Canada, as well as small independent/boutique tour operators.	' Tactic	,	?	?	
1.1.2.5.9: Billings CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Joan Kronebusch	?	?	?
1.1.2.5.9.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Joan Kronebusch		?	
1.1.2.5.9.2: Focus on tour operators from the National Tour Association, American Bus Association and Motorcoach Canada, as well as small independent/boutique tour operators.	, Tactic	Joan Kronebusch	0	?	
1.1.2.5.10: Bozeman CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Jim Robbins	?	?	?
1.1.2.5.10.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Jim Robbins	•	?	
1.1.2.5.11: Butte CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Cindy Perdue Dolan	?	?	?
1.1.2.5.11.1: Promote Montana as an off-peak season destination for group/packaged educational	Tactic	Cindy Perdue Dolan			×
and experiential tours. 1.1.2.5.11.2: Focus on tour operators from the National Tour Association, American Bus	Tactic	Cindy Perdue Dolan			./
Association, and Motorcoach Canada, as well as small independent/boutique tour operators.  1.1.2.5.12: Flathead CVB to target tour operators to bring group tours and packaged vacations to	0	Diane Medler	?	?	?
Montana.  1.1.2.5.12.1: Promote Montana as an off-peak season destination for group/packaged educational	_	Diane Medler		_	
and experiential tours. 1.1.2.5.12.2: Focus on tour operators from the National Tour Association, American Bus	Tactic	Diane Medler	_	?	
Association, and Motorcoach Canada, as well as small independent/boutique tour operators.  1.1.2.5.13: Great Falls CVB to target tour operators to bring group tours and packaged vacations to	Tactic	MIriam Martinson	?	?	?
Montana.	0		f	ſ	ŕ
1.1.2.5.13.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	MIriam Martinson	?	?	
1.1.2.5.13.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	MIriam Martinson	?	?	
1.1.2.5.14: Helena CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Mike Mergenthaler	?	?	?
1.1.2.5.14.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Mike Mergenthaler	?	?	
1.1.2.5.14.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Mike Mergenthaler	?	?	
1.1.2.5.15: Miles City CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	John Laney	?	?	?
1.1.2.5.15.1: Promote Montana as an off-peak season destination for group/packaged educational	Tactic	John Laney	?	?	
and experiential tours. 1.1.2.5.15.2: Focus on tour operators from the National Tour Association, American Bus	Tactic	John Laney	?	?	$\vdash$

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
Association, and Motorcoach Canada, as well as small independent/boutique tour operators.					
1.1.2.5.16: Missoula CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Barbara Ann Neilan	?	?	?
1.1.2.5.16.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.5.16.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.5.17: West Yellowstone CVB to target tour operators to bring group tours and packaged	0	Marysue Costello	?	?	?
vacations to Montana. 1.1.2.5.17.1: Promote Montana as an off-peak season destination for group/packaged educational	Tactic	Marysue Costello			./
and experiential tours. 1.1.2.5.17.2: Focus on tour operators from the National Tour Association, American Bus	Tactic	Marysue Costello			7
Association, and Motorcoach Canada, as well as small independent/boutique tour operators.  1.1.2.5.18: Whitefish CVB to target tour operators to bring group tours and packaged vacations to	ractic	Jan Metzmaker	?	?	?
Montana.  1.1.2.5.18.1: Promote Montana as an off-peak season destination for group/packaged educational	0	Jan Metzmaker			
and experiential tours.	Tactic				Х
1.1.2.5.18.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Jan Metzmaker			X
1.1.2.5.19: Havre CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Debbie A Vandeberg	?	?	?
1.1.2.5.19.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Debbie A Vandeberg	?	?	
1.1.2.5.19.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Debbie A Vandeberg	?	?	
1.1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing	0	Victor Bjornberg	O	<b>→</b>	м
efforts.  1.1.3.1: Travel Montana host an annual Marketing Plan meeting between Travel Montana, Regions, CVBs, Tourism Advisory Council, MTTA, and other state/federal agencies involved in tourism and	0	Pamela Portner Gosink	1	1	м
recreation, to coordinate the marketing planning process.  1.1.3.1.1: Schedule the meeting in January or February prior to the region/CVB Marketing Plan		Pamela Portner Gosink	7	•	
deadlines.  1.1.3.1.2: Discuss the relationship between tourism marketing and public land/facility management	Tactic	Pamela Portner Gosink			Х
capacity, and how results of marketing strategies will be measured by all partners.	Tactic				X
1.1.3.1.3: Discuss and identify priority target markets, state marketing strategies to reach each market, and ways to coordinate and leverage state and local marketing efforts.	Tactic	Pamela Portner Gosink			✓
1.1.3.1.4: Develop successful outcomes as measured by participant evaluations.	Tactic	Pamela Portner Gosink			X
1.1.3.2: Implement the new Montana tourism brand to enhance the state's image and message in priority markets	0	Pamela Portner Gosink	⊗	1	М
1.1.3.2.1: Travel Montana implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Pamela Portner Gosink	?	?	?
1.1.3.2.1.1: Encourage tourism and recreation partners statewide to incorporate the Montana brand into marketing efforts.	Tactic	Pamela Portner Gosink	0	?	
1.1.3.2.1.2: Where appropriate, encourage other state departments/agencies to use the brand in their marketing efforts.	Tactic	Pamela Portner Gosink	0	?	
1.1.3.2.2: Custer Country implement the new Montana tourism brand to enhance the state's image and	0	Nick Mann	?	?	?
message in priority markets.  1.1.3.2.2.1: Encourage tourism and recreation partners in region to incorporate the Montana brand	Tactic	Nick Mann			×
into marketing efforts.  1.1.3.2.3: Glacier Country implement the new Montana tourism brand to enhance the state's image	0	Racene Friede	?	?	?
and message in priority markets.  1.1.3.2.3.1: Encourage tourism and recreation partners in region to incorporate the Montana brand	_	Racene Friede	_	•	
into marketing efforts.  1.1.3.2.4: Gold West Country implement the new Montana tourism brand to enhance the state's image	Tactic	Sarah Bannon	?	?	?
and message in priority markets.  1.1.3.2.4.1: Encourage tourism and recreation partners in region to incorporate the Montana brand	0	Sarah Bannon	_		Ľ.
into marketing efforts.	Tactic		0	?	
1.1.3.2.5: Missouri River Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Carla Hunsley	0	1	М
1.1.3.2.5.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	Tactic	Carla Hunsley	0	?	
1.1.3.2.6: Russell Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Gayle Fisher			<b>\</b>
1.1.3.2.6.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	Tactic	Gayle Fisher			×
1.1.3.2.7: Yellowstone Country implement the new Montana tourism brand to enhance the state's	0	Robin Hoover	?	?	?
image and message in priority markets.  1.1.3.2.7.1: Encourage tourism and recreation partners in region to incorporate the Montana brand	Tactic	Robin Hoover			
into marketing efforts.  1.1.3.2.8: Big Sky CVB implement the new Montana tourism brand to enhance the state's image and	0	Marne Hayes	?	?	?
message in priority markets.  1.1.3.2.8.1: Encourage tourism and recreation partners to incorporate the Montana brand into	Tactic	Marne Hayes	?	?	<del>                                     </del>
marketing efforts. 1.1.3.2.9: Billings CVB implement the new Montana tourism brand to enhance the state's image and	O	Joan Kronebusch		-	_
message in priority markets.  1.1.3.2.9.1: Encourage tourism and recreation partners to incorporate the Montana brand into	_	Joan Kronebusch		_	•
marketing efforts.	Tactic		<b>9</b>	?	2
1.1.3.2.10: Bozeman CVB implement the new Montana tourism brand to enhance the state's image	0	Jim Robbins	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	status
and message in priority markets.		lias Dahhina			
1.1.3.2.10.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Jim Robbins	0	?	
1.1.3.2.11: Butte CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Cindy Perdue Dolan	?	?	?
1.1.3.2.11.1: Encourage tourism and recreation partners to incorporate the Montana brand into	Tactic	Cindy Perdue Dolan	?	?	<b>†</b>
marketing efforts.  1.1.3.2.12: Flathead CVB implement the new Montana tourism brand to enhance the state's image and	_	Diane Medler			_
message in priority markets.  1.1.3.2.12.1: Encourage tourism and recreation partners to incorporate the Montana brand into	O	Diane Medler		<u> </u>	~
marketing efforts.	Tactic	Diane Medier			✓
1.1.3.2.13: Great Falls CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	MIriam Martinson	?	?	?
1.1.3.2.13.1: Encourage tourism and recreation partners to incorporate the Montana brand into	Tactic	MIriam Martinson	?	?	<b>†</b>
marketing efforts.  1.1.3.2.14: Helena CVB implement the new Montana tourism brand to enhance the state's image and	0	Mike Mergenthaler	?	?	?
message in priority markets.  1.1.3.2.14.1: Encourage tourism and recreation partners to incorporate the Montana brand into	_	Mike Mergenthaler		<del> </del>	╀
marketing efforts.	Tactic	Ŭ.	?	?	
1.1.3.2.15: Miles City CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	John Laney	?	?	?
1.1.3.2.15.1: Encourage tourism and recreation partners to incorporate the Montana brand into	Tactic	John Laney	?	?	
marketing efforts.  1.1.3.2.16: Missoula CVB implement the new Montana tourism brand to enhance the state's image	0	Barbara Ann Neilan	?	?	?
and message in priority markets.  1.1.3.2.16.1: Encourage tourism and recreation partners to incorporate the Montana brand into	_	Barbara Ann Neilan		<del>                                     </del>	-
marketing efforts.	Tactic		?	?	
1.1.3.2.17: West Yellowstone CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Marysue Costello	?	?	?
1.1.3.2.17.1: Encourage tourism and recreation partners to incorporate the Montana brand into	Tactic	Marysue Costello			/
marketing efforts.  1.1.3.2.18: Whitefish CVB implement the new Montana tourism brand to enhance the state's image	0	Jan Metzmaker	+	•	Ť
and message in priority markets.  1.1.3.2.18.1: Encourage tourism and recreation partners to incorporate the Montana brand into	_	Jan Metzmaker	*	Ť	_
marketing efforts.	Tactic			<u></u>	~
1.1.3.2.18.2: WCVBhas incorporated elements of the brand into our travel planner, consumer show displays, website and all our collateral.	Tactic	Jan Metzmaker		1	~
1.1.3.2.19: MTTA implement the new Montana tourism brand to enhance the state's image and	0	no owner			×
message in priority markets.  1.1.3.2.19.1: Encourage tourism and recreation partners to incorporate the Montana brand into	Tactic	no owner	?	?	-
marketing efforts.  1.1.3.2.20: Havre CVB implement the new Montana tourism brand to enhance the state's image and		Debbie A Vandeberg	?	?	?
message in priority markets.	Ø	ŭ .	•	Ļ	Ŀ
1.1.3.2.20.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Debbie A Vandeberg	?	?	
1.1.3.3: Conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Victor Bjornberg	0	1	М
1.1.3.3.1: Travel Montana conduct educational workshops, presentations, and webinars to build		Pamela Portner Gosink	_	<u> </u>	
marketing capacity and awareness, and showcase successes, among community and business partners.	0		O	<b>→</b>	М
1.1.3.3.1.1: Develop focus and materials for educational workshops, presentations and webinars to	Tactic	Pamela Portner Gosink	С	?	
build marketing capacity 1.1.3.3.2: Custer Country conduct educational workshops, presentations, and webinars to build		Nick Mann	?	?	?
marketing capacity and awareness, and showcase successes, among community and business partners.	0			1	
1.1.3.3.3: Glacier Country conduct educational workshops, presentations, and webinars to build	_	Racene Friede	?	?	?
marketing capacity and awareness, and showcase successes, among community and business partners.	0			1	
1.1.3.3.4: Gold West Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business	0	Sarah Bannon	?	?	?
partners.					
1.1.3.3.5: Missouri River Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business	0	Carla Hunsley	Ø	<b>→</b>	м
partners.	_	O. I. Fisher	)	Ľ	
<u>'</u>	0	Gayle Fisher		1	×
1.1.3.3.6: Russell Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business			?	?	?
1.1.3.3.6: Russell Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Rohin Hoover			
1.1.3.3.6: Russell Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.  1.1.3.3.7: Yellowstone Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business	0	Robin Hoover		1	
1.1.3.3.6: Russell Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.  1.1.3.3.7: Yellowstone Country conduct educational workshops, presentations, and webinars to build	0	Robin Hoover  Marne Hayes	?	?	?
1.1.3.3.6: Russell Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.      1.1.3.3.7: Yellowstone Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.      1.1.3.3.8: Big Sky CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business				?	?
1.1.3.3.6: Russell Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.  1.1.3.3.7: Yellowstone Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.  1.1.3.3.8: Big Sky CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.  1.1.3.3.9: Billings CVB conduct educational workshops, presentations, and webinars to build marketing.	0			?	?
1.1.3.3.6: Russell Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.      1.1.3.3.7: Yellowstone Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.      1.1.3.3.8: Big Sky CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.      1.1.3.3.9: Billings CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Marne Hayes  Joan Kronebusch	?	?	?
1.1.3.3.6: Russell Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.  1.1.3.3.7: Yellowstone Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.  1.1.3.3.8: Big Sky CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.  1.1.3.3.9: Billings CVB conduct educational workshops, presentations, and webinars to build marketing.	0	Marne Hayes	?		

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
capacity and awareness, and showcase successes, among community and business partners.					Т
1.1.3.3.12: Flathead CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Diane Medler			~
1.1.3.3.13: Great Falls CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	MIriam Martinson	?	?	3
1.1.3.3.14: Helena CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Mike Mergenthaler	?	?	1
1.1.3.3.15: Miles City CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business	0	John Laney	?	?	1
partners.  1.1.3.3.16: Missoula CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business	0	Barbara Ann Neilan	?	?	
partners.  1.1.3.3.17: West Yellowstone CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business	0	Marysue Costello	?	?	
partners.  1.1.3.3.18: Whitefish CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Jan Metzmaker	0	<b>→</b>	ı
1.1.3.3.19: MTTA conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	no owner			1
1.1.3.3.20: Havre CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.      1.1.3.4: Create cooperative marketing campaigns between agriculture and tourism. Identify key	0 0	Debbie A Vandeberg Pamela Portner Gosink	?	?	
businesses/trade groups in agriculture and tourism, and form marketing/advertising partnerships.  1.1.3.4.1: Identify key businesses/trade groups in agriculture and tourism, and form	O Tactic	Pamela Portner Gosink	0	<b>→</b>	-
marketing/advertising partnerships.  1.1.4: Improve Montana's Visitor Information System to extend visitor stays and spending.	74010	Pamela Portner Gosink	ŏ	1	1
1.1.4.1: Create a database inventory of visitor information system (VIS) components available statewide	ŏ	Pamela Portner Gosink	~	_	Ė
1.1.4.1.1: Create a statewide inventory by December 2009, and update annually.	Tactic	Pamela Portner Gosink	$\Box$		ť
1.1.4.1.2: Develop strategies to improve the system and fill gaps by December 2010.	Tactic	Pamela Portner Gosink			t
1.1.4.2: Establish criteria for "officially-designated" visitor information sites/services, foster more collaboration between agency/private visitor services. Link VICs, museums, attractions, and businesses to leverage resources, provide quality service statewide.	0	Pamela Portner Gosink			,
1.1.4.2.1: Establish criteria for sites within the MT VIS by December 2010 with involvement from regions, CVBs, MDT, and state/federal partners.	Tactic	Pamela Portner Gosink	0	0	İ
1.1.4.2.2: Disseminate criteria and information about the process for official designation by December 2011.	Tactic	Pamela Portner Gosink			
1.1.4.3: Provide advanced training for all Visitor Information Centers (VICs), including regional familiarization tours for state/federal/regional/tribal/local information staff and volunteers.      1.1.4.3.1: Travel Montana provide advanced training for its statewide Visitor Information Centers	0	Pamela Portner Gosink Pamela Portner Gosink	0	?	ļ
(VICs), including regional familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0		0	?	
1.1.4.3.1.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Pamela Portner Gosink	0	0	
1.1.4.3.1.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Pamela Portner Gosink	0	0	
1.1.4.3.1.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Pamela Portner Gosink	0	0	
1.1.4.3.2: Custer Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Nick Mann	?	?	
1.1.4.3.2.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Nick Mann			,
1.1.4.3.2.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible     1.1.4.3.2.3: MT VICs utilize training resources such as Montana Superhost and the National	Tactic	Nick Mann Nick Mann			
Association of Interpretation.  1.1.4.3.3: Glacier Country provide advanced training for Visitor Information Centers (VICs) in its region,	Tactic	Racene Friede	?	?	1
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.3.1: Encourage site/service managers to collaborate with each other to provide	Tactic	Racene Friede	H		+
training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.3.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Racene Friede			ľ
possible 1.1.4.3.3.3: MT VICs utilize training resources such as Montana Superhost and the National	Tactic	Racene Friede	?	?	ť
Association of Interpretation.  1.1.4.3.4: Gold West Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and	0	Sarah Bannon	?	?	Ť
		Sarah Bannon	0	?	Ŧ
volunteers. 1.1.4.3.4.1: Encourage site/service managers to collaborate with each other to provide	Tactic		_	ь	+
volunteers.	Tactic Tactic	Sarah Bannon		?	

Objective, Strategy, or Tactic	Creatior Status	Owner	Revi	ew S	Stati
1.1.4.3.5: Missouri River Country provide advanced training for Visitor Information Centers (VICs) in it region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Carla Hunsley	?	?	>
1.1.4.3.5.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Carla Hunsley	?	?	T
1.1.4.3.5.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible and to ensure that information provided to travelers is accurate and consistent.	Tactic	Carla Hunsley			*
1.1.4.3.5.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Carla Hunsley	0	0	
1.1.4.3.6: Russell Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Gayle Fisher			•
1.1.4.3.6.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Gayle Fisher			٧
1.1.4.3.6.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Gayle Fisher			7
1.1.4.3.6.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Gayle Fisher			,
1.1.4.3.7: Yellowstone Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Robin Hoover			
1.1.4.3.7.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Robin Hoover			t
1.1.4.3.7.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible	Tactic	Robin Hoover	0	?	Ť
1.1.4.3.7.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Robin Hoover	•	?	t
1.1.4.3.8: Big Sky CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Marne Hayes	?	?	İ
1.1.4.3.8.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Marne Hayes	?	?	İ
1.1.4.3.8.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Marne Hayes	?	?	İ
1.1.4.3.8.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Marne Hayes	?	?	İ
1.1.4.3.9: Billings CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Joan Kronebusch	?	?	İ
1.1.4.3.9.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Joan Kronebusch			İ
1.1.4.3.9.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Joan Kronebusch			1
1.1.4.3.9.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Joan Kronebusch			Ī
1.1.4.3.10: Bozeman CVB provide advanced training for Visitor Information Centers (VICs) in its area including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Jim Robbins	?	?	1
1.1.4.3.10.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Jim Robbins	0	?	Ī
1.1.4.3.10.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Jim Robbins	0	?	1
1.1.4.3.10.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Jim Robbins		?	
1.1.4.3.11: Butte CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Cindy Perdue Dolan	?	?	Ī
1.1.4.3.11.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Cindy Perdue Dolan	?	?	1
1.1.4.3.11.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Cindy Perdue Dolan	?	?	1
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Cindy Perdue Dolan			1
1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Diane Medler			1
1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Diane Medler			Ī
1.1.4.3.12.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Diane Medler			Ī
1.1.4.3.12.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Diane Medler			Ī
1.1.4.3.13: Great Falls CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	MIriam Martinson	?	?	
1.1.4.3.13.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	MIriam Martinson	?	?	1
1.1.4.3.13.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	MIriam Martinson	?	?	Ĵ
1.1.4.3.13.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	MIriam Martinson	?	?	Ī
1.1.4.3.14: Helena CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Mike Mergenthaler	?	?	Ť

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	status
training/orientation, and to ensure that information provided to travelers is accurate and consistent.					
1.1.4.3.14.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Mike Mergenthaler	?	?	
1.1.4.3.14.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Mike Mergenthaler	?	?	
1.1.4.3.15: Miles City CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	John Laney	?	?	?
1.1.4.3.15.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	John Laney	?	?	
1.1.4.3.15.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	John Laney	?	?	
possible. 1.1.4.3.15.3: MT VICs utilize training resources such as Montana Superhost and the National	Tactic	John Laney	?	?	-
Association of Interpretation.  1.1.4.3.16: Missoula CVB provide advanced training for Visitor Information Centers (VICs) in its area,	naciic	Barbara Ann Neilan	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.16.1: Encourage site/service managers to collaborate with each other to provide		Barbara Ann Neilan			
training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.16.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Barbara Ann Neilan	?	?	
possible.	Tactic		?	?	
1.1.4.3.16.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Barbara Ann Neilan	?	?	
1.1.4.3.17: West Yellowstone CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Marysue Costello	?	?	?
1.1.4.3.17.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Marysue Costello			<b>~</b>
1.1.4.3.17.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Marysue Costello			<b>✓</b>
1.1.4.3.17.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Marysue Costello			~
1.1.4.3.18: Whitefish CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	Jan Metzmaker	0	1	/
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.18.1: Encourage site/service managers to collaborate with each other to provide	Tactic	Jan Metzmaker	$\tilde{c}$	?	Ť
training/orientation, and to ensure that information provided to travelers is accurate and consistent.  1.1.4.3.18.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Jan Metzmaker	) (	?	-
possible.  1.1.4.3.18.3: MT VICs utilize training resources such as Montana Superhost and the National		Jan Metzmaker	0	?	_
Association of Interpretation.  1.1.4.3.19: MTTA provide advanced training for Visitor Information Centers (VICs) in its area, including	Tactic	no owner	0	·	_
familiarization tours for state/federal/regional/tribal/local information staff and volunteers.  1.1.4.3.19.1: Encourage site/service managers to collaborate with each other to provide	0	no owner			•
training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic				✓
1.1.4.3.19.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	no owner			✓
1.1.4.3.19.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	no owner			<b>~</b>
1.1.4.3.20: MT Superhost provide advanced training for Visitor Information Centers (VICs) staff as part of its statewide services.	0	Victor Bjornberg	?	?	?
1.1.4.3.20.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Victor Bjornberg	0	?	
1.1.4.3.20.2: MT Superhost offers supervisor level training via webinars.	Tactic	Victor Bjornberg	O	?	
1.1.4.4: Use technology to enhance Montana visitor information and marketing efforts.	0	Pamela Portner Gosink	Ō	1	L
1.1.4.4.1: Travel Montana Electronic Marketing Program use technology to enhance Montana visitor information and marketing efforts.	0	Corrie Hahn	0	1	L
1.1.4.4.1.1: Evaluate ways to incorporate technology into MT's comprehensive visitor information system: TIS and 511 systems, audio tour MP3 downloads, wireless hot spots, podcasts, RSS, news/info feeds, blogs, computer workstations, etc.	Tactic	Corrie Hahn			1
1.1.4.4.1.2: Ensure that components of the system are promoted on web sites and in visitor guides.	Tactic	Corrie Hahn			/
1.1.4.4.1.3: Expand system of TIS stations, information available on 511 system, and locations for downloadable visitor information.	Tactic	Corrie Hahn			1
1.1.4.4.1.4: Increase the number of free wireless hot spots available to visitors, with information onsite about tourism podcasts, RSS feeds, audio tours, etc.	Tactic	Corrie Hahn	0	?	
1.1.4.4.2: Travel Montana VIS Program use technology to enhance Montana visitor information and marketing efforts.	0	Pamela Portner Gosink	0	?	?
1.1.4.4.2.1: Evaluate ways to incorporate technology into MT's comprehensive visitor information system: TIS/511 systems, audio tour MP3 downloads, wireless hot spots, podcasts, RSS, news/info	Tactic	Pamela Portner Gosink	8	•	×
feeds, blogs, computer workstations, etc.  1.1.4.4.2.2: Ensure that components of the system are promoted on web sites and in visitor guides.	Tactic	Pamela Portner Gosink	0	0	$\vdash$
1.1.4.4.2.3: Expand system of TIS stations, information available on 511 system, and locations for downloadable visitor information.	Tactic	Pamela Portner Gosink	Ō	Ó	~
1.1.4.4.2.4: Increase the number of free wireless hot spots available to visitors, with information onsite about tourism podcasts, RSS feeds, audio tours, etc.	Tactic	Pamela Portner Gosink			×
1.1.4.4.3: MDT use technology to enhance Montana visitor information and marketing efforts.	0	Sheila Ludlow	0	+	L
1.1.4.4.3.1: Evaluate ways to incorporate technology into MT's comprehensive visitor information system: TIS/511 systems, audio tour MP3 downloads, wireless hot spots, podcasts, RSS, news/info	Tactic	Sheila Ludlow	0	?	
feeds, blogs, computer workstations, etc.	l l				

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.4.4.3.3: Expand system of TIS stations, information available on 511 system, and locations for downloadable visitor information.	Tactic	Sheila Ludlow	0	?	
1.1.4.4.3.4: Increase the number of free wireless hot spots available to visitors, with information onsite about tourism podcasts, RSS feeds, audio tours, etc.	Tactic	Sheila Ludlow	Ö	?	
1.1.4.5: Expand displays of MT destinations/products at State rest areas, airports, train stations, and VICs. Integrate MT VICs, rest areas, chambers, airports, and train stations into state economic development efforts by showcasing MT's heritage and economy.	0	Pamela Portner Gosink			~
1.1.4.5.1: Travel Montana expand displays of MT destinations/products at State rest areas, airports, train stations, and VICs. Integrate MT's Visitor Information System sites into state economic development efforts by showcasing MT's heritage and economy.	0	Pamela Portner Gosink			~
1.1.4.5.1.1: Highlight Montana destinations and products in materials, furnishings and displays sponsored by business and nonprofit groups, such as products from Made-in-Montana and Grown- in-Montana.	Tactic	Pamela Portner Gosink			~
1.1.4.5.1.2: Work with local/regional organizations to voluntarily maintain displays with current information.	Tactic	Pamela Portner Gosink			×
1.1.4.5.1.3: Develop system with MDT and airport managers by 2009 to enhance traveler information available at rest areas and airports.	Tactic	Pamela Portner Gosink			×
1.1.4.5.1.4: Implement system of enhanced information about Montana and its products, and maintain/expand annually.	Tactic	Pamela Portner Gosink			×
1.1.4.5.2: Expand displays of MT destinations/products at State rest areas, airports, train stations, and VICs. Integrate MT's Visitor Information System sites into state economic development efforts by showcasing MT's heritage and economy.	0	Sheila Ludlow	0	†	L
1.1.4.5.2.1: Highlight Montana destinations and products in materials, furnishings and displays sponsored by business and nonprofit groups, such as products from Made-in-Montana and Grown-in-Montana.	Tactic	Sheila Ludlow	0	?	
1.1.4.5.2.2: Work with local/regional organizations to voluntarily maintain displays with current information.	Tactic	Sheila Ludlow	0	?	
1.1.4.5.2.3: Develop system with Travel Montana and airport managers by 2009 to enhance traveler information available at rest areas and airports.	Tactic	Sheila Ludlow	0	0	
1.1.4.5.2.4: Implement system of enhanced information about Montana and its products, and maintain/expand annually.	Tactic	Sheila Ludlow	0	?	
1.2: Attain public policy and citizen support for sustainable tourism and recreation.	0	Victor Bjornberg	$\otimes$	1	M
1.2.1: Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Victor Bjornberg	0	1	L
1.2.1.1: Travel Montana build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Pamela Portner Gosink	0	†	M
1.2.1.1.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Pamela Portner Gosink	0	0	
1.2.1.1.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Pamela Portner Gosink			~
1.2.1.2: Custer Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Nick Mann	?	?	?
1.2.1.2.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Nick Mann			~
1.2.1.2.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Nick Mann			×
1.2.1.3: Glacier Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Racene Friede	?	?	?
1.2.1.3.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Racene Friede			~
1.2.1.3.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Racene Friede		?	
1.2.1.4: Gold West Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Sarah Bannon	?	?	?
1.2.1.4.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Sarah Bannon	0	?	
1.2.1.4.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Sarah Bannon		?	
1.2.1.5: Missouri River Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Carla Hunsley	8	1	M
1.2.1.5.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Carla Hunsley	?	?	
1.2.1.5.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Carla Hunsley	?	?	
1.2.1.6: Russell Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Gayle Fisher			~
1.2.1.6.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Gayle Fisher			~
1.2.1.6.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Gayle Fisher			~
1.2.1.7: Yellowstone Country build awareness through publicity efforts about the new Montana Tourism	0	Robin Hoover	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
lodging facility use taxes.		D. I. C. II.			_
1.2.1.7.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Robin Hoover	0	?	
1.2.1.7.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Robin Hoover	0	?	T
build tourism awareness.  1.2.1.8: Big Sky CVB build awareness through publicity efforts about the new Montana Tourism Charter,		Marne Hayes	?	?	+
geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Iviallie Hayes		:	
1.2.1.8.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Marne Hayes	?	?	
1.2.1.8.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Marne Hayes	?	?	
1.2.1.9: Billings CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Joan Kronebusch			7
1.2.1.9.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Joan Kronebusch	0	?	
1.2.1.9.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Joan Kronebusch	8	?	T
build tourism awareness.  1.2.1.10: Bozeman CVB build awareness through publicity efforts about the new Montana Tourism		Jim Robbins	?	?	+
Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0		•	·	
1.2.1.10.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Jim Robbins	0	?	
1.2.1.10.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Jim Robbins		?	
1.2.1.11: Butte CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Cindy Perdue Dolan	?	?	
1.2.1.11.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Cindy Perdue Dolan	?	?	Ī
1.2.1.11.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Cindy Perdue Dolan	?	?	Ī
1.2.1.12: Flathead CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Diane Medler			1
1.2.1.12.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Diane Medler			t
1.2.1.12.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Diane Medler		?	Ť
build tourism awareness.  1.2.1.13: Great Falls CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of		MIriam Martinson	?	?	†
lodging facility use taxes.  1.2.1.13.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	MIriam Martinson	?	?	+
1.2.1.13.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	MIriam Martinson	?	?	Ť
build tourism awareness.  1.2.1.14: Helena CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging	0	Mike Mergenthaler	?	?	1
facility use taxes.  1.2.1.14.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are	Tactic	Mike Mergenthaler	?	?	+
being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).  1.2.1.14.2: Involve non-tourism groups in National Tourism Week activities, along with other events to		Mike Mergenthaler			+
build tourism awareness.  1.2.1.15: Mlles City CVB build awareness through publicity efforts about the new Montana Tourism	Tactic	, and the second	?	?	4
Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	John Laney	f	f	
1.2.1.15.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	John Laney	?	?	Ī
1.2.1.15.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	John Laney	?	?	Ī
1.2.1.16: MIssoula CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Barbara Ann Neilan	?	?	Ī
1.2.1.16.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Barbara Ann Neilan	?	?	Ī
1.2.1.16.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Barbara Ann Neilan	?	?	Ī
1.2.1.17: West Yellowstone CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and	0	Marysue Costello	?	?	Ī
allocation of lodging facility use taxes.  1.2.1.17.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are	Tactic	Marysue Costello			†
being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).  1.2.1.17.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Marysue Costello			†
build tourism awareness.  1.2.1.18: Whitefish CVB build awareness through publicity efforts about the new Montana Tourism	_	Jan Metzmaker		1	
Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of	0				

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).					
1.2.1.18.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Jan Metzmaker			7
build tourism awareness.  1.2.1.19: MTRI/NPS build awareness through publicity efforts about the new Montana Tourism Charter,	+	John Keck	?	?	7
geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging	0	John Rook	•	•	'
facility use taxes.	_				4
1.2.1.19.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	John Keck			>
1.2.1.19.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	John Keck			_
build tourism awareness.	Tactic				
1.2.1.20: MTRI/USFS build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging		Margaret Gorski	?	?	?
facility use taxes.	0				
1.2.1.20.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are	Tactic	Margaret Gorski	?	?	Ť
being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	74000	Manager Const.	•		4
1.2.1.20.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Margaret Gorski	?	?	
1.2.1.21: Havre CVB build awareness through publicity efforts about the new Montana Tourism Charter,	+	Debbie A Vandeberg			+
geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging	0				1
facility use taxes.		D 11: AN 11			_
1.2.1.21.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Debbie A Vandeberg	?	?	
1.2.1.21.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	T	Debbie A Vandeberg	_	_	╁
build tourism awareness.	Tactic		?	?	
1.2.2: Provide concise, visual briefings and presentations to policy makers and business groups about	0	Victor Bjornberg	$\otimes$	1	ı
Montana tourism issues and benefits.  1.2.2.1: Travel Montana provide concise, visual briefings and presentations to policy makers and		Pamela Portner Gosink	?	?	-
business groups about Montana tourism issues and benefits.	0	aniela i ortilei Gosink	-	•	
1.2.2.1.1: Distribute tourism data to local chambers of commerce and organization leaders to share	Tactic	Pamela Portner Gosink	0	?	T
with members, constituents and elected officials.		Develo Develo Occid	$\sim$		_
1.2.2.1.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Pamela Portner Gosink	Q	O	4
1.2.2.1.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Pamela Portner Gosink	0	?	
1.2.2.1.4: Present key tourism issues/trends to the Montana Assn. of Counties and Montana League of		Pamela Portner Gosink		0	
Cities & Towns; discuss tourism concerns/opportunities, and seek creative/collaborative ways to address them.	Tactic			?	
1.2.2.1.5: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Pamela Portner Gosink		?	t
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.			)		
1.2.2.2: Custer Country provide concise, visual briefings and presentations to policy makers and business	0	Nick Mann	?	?	1
groups about Montana tourism issues and benefits.  1.2.2.2.1: Distribute tourism data to local chambers of commerce and organization leaders to share		Nick Mann			╁
with members, constituents and elected officials.	Tactic	THOR WATER			•
1.2.2.2.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Nick Mann			•
1.2.2.2.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Nick Mann			١,
1.2.2.2.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Nick Mann			Ť
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic				•
1.2.2.3: Glacier Country provide concise, visual briefings and presentations to policy makers and	0	Racene Friede	?	?	
business groups about Montana tourism issues and benefits.  1.2.2.3.1: Distribute tourism data to local chambers of commerce and organization leaders to share		Racene Friede			+
with members, constituents and elected officials.	Tactic	radono i nodo			•
1.2.2.3.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Racene Friede			٦,
1.2.2.3.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Racene Friede			١,
1.2.2.3.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Racene Friede			Ť
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	raciic				,
1.2.2.4: Gold West Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Sarah Bannon	?	?	
1.2.2.4.1: Distribute tourism data to local chambers of commerce and organization leaders to share	+	Sarah Bannon	_		t
with members, constituents and elected officials.	Tactic	Garan Bannon	0	?	
1.2.2.4.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Sarah Bannon	0	?	Ī
1.2.2.4.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Sarah Bannon	0	?	Τ
1.2.2.4.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Sarah Bannon		?	T
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	raciic		)		1
1.2.2.5: Missouri River Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Carla Hunsley	?	?	
1.2.2.5.1: Distribute tourism data to local chambers of commerce and organization leaders to share		Carla Hunsley		_	$^{+}$
with members, constituents and elected officials.	Tactic	Cana manoroy	0	0	1
1.2.2.5.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Carla Hunsley			,
1.2.2.5.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Carla Hunsley	0	?	T
1.2.2.5.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Carla Hunsley	?	?	T
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	ractic	0 1 5: :	· 1	f	Ļ
	0	Gayle Fisher			
1.2.2.6: Russell Country provide concise, visual briefings and presentations to policy makers and	$\sim$	1	$\vdash$		+
1.2.2.6: Russell Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	_	Gavle Fisher			
1.2.2.6: Russell Country provide concise, visual briefings and presentations to policy makers and	Tactic	Gayle Fisher			>
1.2.2.6: Russell Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.      1.2.2.6.1: Distribute tourism data to local chambers of commerce and organization leaders to share	_	Gayle Fisher Gayle Fisher			`

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	iew S	Status
1.2.2.6.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Gayle Fisher			X
1.2.2.7: Yellowstone Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Robin Hoover	?	?	?
1.2.2.7.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Robin Hoover			<b>~</b>
1.2.2.7.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Robin Hoover	0	?	
1.2.2.7.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Robin Hoover	ŏ	?	
1.2.2.7.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Robin Hoover	ŏ	?	
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.  1.2.2.8: Big Sky CVB provide concise, visual briefings and presentations to policy makers and business	0	Marne Hayes	?	?	?
groups about Montana tourism issues and benefits.  1.2.2.8.1: Distribute tourism data to local chambers of commerce and organization leaders to share	Tactic	Marne Hayes	?	?	
with members, constituents and elected officials.  1.2.2.8.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Marne Hayes	?	?	
1.2.2.8.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Marne Hayes	?	?	
1.2.2.8.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Marne Hayes	?	?	
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	·	′	′	
1.2.2.9: Billings CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Joan Kronebusch			•
1.2.2.9.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Joan Kronebusch	0	?	
1.2.2.9.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Joan Kronebusch	0	?	
1.2.2.9.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Joan Kronebusch	0	?	
1.2.2.9.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Joan Kronebusch			X
1.2.2.10: Bozeman CVB provide concise, visual briefings and presentations to policy makers and	0	Jim Robbins	?	?	?
business groups about Montana tourism issues and benefits.  1.2.2.10.1: Distribute tourism data to local chambers of commerce and organization leaders to share	Tactic	Jim Robbins	0	?	
with members, constituents and elected officials.		En Dallin	$\sim$		
1.2.2.10.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Jim Robbins	Q	?	
1.2.2.10.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Jim Robbins	O	?	
1.2.2.10.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Jim Robbins		?	
1.2.2.11: Butte CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Cindy Perdue Dolan	?	?	?
1.2.2.11.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Cindy Perdue Dolan	?	?	
1.2.2.11.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Cindy Perdue Dolan	?	?	
1.2.2.11.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Cindy Perdue Dolan	?	?	
1.2.2.11.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Cindy Perdue Dolan			✓
1.2.2.12: Flathead CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Diane Medler			1
1.2.2.12.1: Distribute tourism data to local chambers of commerce and organization leaders to share	Tactic	Diane Medler			/
with members, constituents and elected officials.  1.2.2.12.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Diane Medler			-
1.2.2.12.3: Send e-mail communications to elected officials and MTRI agency directors.		Diane Medler	-		٧,
	Tactic		_		~
1.2.2.12.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Diane Medler			~
1.2.2.13: Great Falls CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	MIriam Martinson	?	?	?
1.2.2.13.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	MIriam Martinson	?	?	
1.2.2.13.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	MIriam Martinson	?	?	
1.2.2.13.3: Send e-mail communications to elected officials and MTRI agency directors.      1.2.2.13.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic Tactic	MIriam Martinson MIriam Martinson	?	?	
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.  1.2.2.14: Helena CVB provide concise, visual briefings and presentations to policy makers and business	O	Mike Mergenthaler	?	?	?
groups about Montana tourism issues and benefits.  1.2.2.14.1: Distribute tourism data to local chambers of commerce and organization leaders to share		Mike Mergenthaler	-	_	
with members, constituents and elected officials.  1.2.2.14.2: Conduct outreach at state, regional, and local meetings and events.	Tactic Tactic	Mike Mergenthaler	?	?	
1.2.2.14.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Mike Mergenthaler	?	?	$\vdash$
1.2.2.14.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Mike Mergenthaler	?	?	
1.2.2.15: Miles City CVB provide concise, visual briefings and presentations to policy makers and	0	John Laney	?	?	?
business groups about Montana tourism issues and benefits	+ -	John Laney	?	?	
business groups about Montana tourism issues and benefits.  1.2.2.15.1: Distribute tourism data to local chambeers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	,			
1.2.2.15.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.		John Lanev	?	?	-
1.2.2.15.1: Distribute tourism data to local chambers of commerce and organization leaders to share	Tactic Tactic Tactic	John Laney John Laney		?	
<ul><li>1.2.2.15.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.</li><li>1.2.2.15.2: Conduct outreach at state, regional, and local meetings and events.</li></ul>	Tactic		?		

	Creation Status	Owner	Revi	ew S	Stat
business groups about Montana tourism issues and benefits.					
1.2.2.16.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Barbara Ann Neilan	?	?	
1.2.2.16.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Barbara Ann Neilan	?	?	<u> </u>
1.2.2.16.3: Send e-mail communications to elected officials and MTRI agency directors.  1.2.2.16.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Barbara Ann Neilan Barbara Ann Neilan	?	?	-
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Darbara Ariii Nellali	?	?	
1.2.2.17: West Yellowstone CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Marysue Costello	?	?	?
1.2.2.17.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Marysue Costello			*
1.2.2.17.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Marysue Costello			
1.2.2.17.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Marysue Costello			
1.2.2.17.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Marysue Costello			ľ
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	raciic			_	*
1.2.2.18: Whitefish CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Jan Metzmaker	?	?	
1.2.2.18.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Jan Metzmaker	0	?	
1.2.2.18.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Jan Metzmaker	0	?	T
1.2.2.18.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Jan Metzmaker	~		١.
1.2.2.18.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the		Jan Metzmaker			۲
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic				•
1.2.2.19: MTTA provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	no owner			>
1.2.2.19.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	no owner			•
1.2.2.19.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	no owner			,
1.2.2.19.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	no owner			•
1.2.2.19.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	no owner			,
1.2.2.20: Havre CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Debbie A Vandeberg	?	?	
1.2.2.20.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Debbie A Vandeberg	?	?	
1.2.2.20.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Debbie A Vandeberg	?	?	t
1.2.2.20.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Debbie A Vandeberg	?	?	
1.2.3: Change the state law and rules to broaden eligibility for the Montana Byways program (and access to federal funding).	0	Sheila Ludlow	$\otimes$	1	
1.2.3.1: Encourage the Montana Legislature to change the MT Byways program, so that more highways can be designated as state scenic/historic byways, and become eligible for federal funding for byway planning, improvement projects, and marketing.	0	Sheila Ludlow	8	<b>†</b>	
1.2.3.1.2: Accomplish changes in law and rules in the 2009 legislative session.	Tactic	Sheila Ludlow			
1.2.3.2: Form a State Scenic Byways Advisory Committee and initiate local planning along proposed byway corridors and loops to begin the designation process.		Sheila Ludlow			
1.2.3.3: Gather local public input to establish values and parameters for corridor or byway designation, and respect community heritage and character in the process of developing byway/corridor plans and	•	Sheila Ludlow	•	?	
marketing strategies.  1.2.4: Address ongoing and emerging tourism and recreation policy issues through collaborative efforts		Victor Bjornberg	_		-
between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	0	, ,	O	1	
1.2.4.1: TAC address ongoing and emerging tourism and recreation policy issues through collaborative efforts between policy-makers, agencies, businesses, nonprofit organizations, tribes, etc.	0	Barb Sanem	0	1	I
	Tactic	Barb Sanem	0	?	
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ew Stat	Revi	Owner	Creation Status	Objective, Strategy, or Tactic
Τ,		Pamela Portner Gosink	Tactic	1.3.1.1.2: Incorporate responsible use messages and geotourism ethics into tourism marketing
		Corrie Hahn	Tactic	publications and web sites by 2009.  1.3.1.1.3: Incorporate responsible use messages and geotourism ethics into tourism marketing
?		Pamela Portner Gosink	Tactic	publications and web sites by 2009.  1.3.1.1.4: Distribute responsible use materials at all visitor centers statewide annually.
?	×	Pamela Portner Gosink	Tactic	1.3.1.1.5: Include GPS coordinates on trail maps to assist visitors.
?	?	Nick Mann	ractio	1.3.1.2: Custer Country educate Montana visitors, suppliers, and residents about ethics and
·		THOR Marin	0	responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.
)		Nick Mann	Tactic	1.3.1.2.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.
-		Nick Mann	Tactic	1.3.1.2.2: Distribute responsible use materials at all visitor centers annually.
- 5		Nick Mann	Tactic	1.3.1.2.3: Include GPS coordinates on trail maps to assist visitors.
?	?	Racene Friede	0	1.3.1.3: Glacier Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.
•		Racene Friede	Tactic	1.3.1.3.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.
٦.		Racene Friede	Tactic	1.3.1.3.2: Distribute responsible use materials at all visitor centers annually.
?		Racene Friede		1.3.1.3.3: Include GPS coordinates on trail maps to assist visitors.
?	?	Sarah Bannon	0	1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.
?	0	Sarah Bannon	Tactic	1.3.1.4.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.
?		Sarah Bannon	Tactic	1.3.1.4.2: Distribute responsible use materials at all visitor centers annually.
?	ŏ	Sarah Bannon	Tactic	1.3.1.4.3: Include GPS coordinates on trail maps to assist visitors.
	_	Carla Hunsley		1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and
<b>→</b> I	8	,	0	responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.
•		Carla Hunsley	Tactic	1.3.1.5.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.
0	0	Carla Hunsley	Tactic	1.3.1.5.2: Distribute responsible use materials at all visitor centers annually.
?	?	Carla Hunsley	Tactic	1.3.1.5.3: Include GPS coordinates on trail maps to assist visitors.
		Gayle Fisher	0	1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.
•		Gayle Fisher	Tactic	1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.
7		Gayle Fisher	Tactic	1.3.1.6.2: Distribute responsible use materials at all visitor centers annually.
7		Gayle Fisher	Tactic	1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors.
		Dahia Hassas	_	1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate
		Robin Hoover	0	areas.
-		Robin Hoover	O Tactic	areas.  1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.
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	0	Robin Hoover	Tactic Tactic	1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.
	?	Robin Hoover	Tactic Tactic Tactic	<ul><li>1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.</li><li>1.3.1.7.2: Distribute responsible use materials at all visitor centers annually.</li></ul>
?	?	Robin Hoover Robin Hoover Robin Hoover	Tactic Tactic Tactic	1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.     1.3.1.7.2: Distribute responsible use materials at all visitor centers annually.     1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors.  1.3.1.8: Big Sky CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities.
? ? ? ?	?	Robin Hoover Robin Hoover Robin Hoover Marne Hayes Marne Hayes Marne Hayes	Tactic Tactic Tactic O Tactic Tactic Tactic	1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.      1.3.1.7.2: Distribute responsible use materials at all visitor centers annually.      1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors.      1.3.1.8: Big Sky CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.      1.3.1.8.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.      1.3.1.8.2: Distribute responsible use materials at all visitor centers annually.
?	?	Robin Hoover Robin Hoover Robin Hoover Marne Hayes Marne Hayes Marne Hayes Marne Hayes	Tactic Tactic Tactic O Tactic Tactic Tactic	1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.      1.3.1.7.2: Distribute responsible use materials at all visitor centers annually.      1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors.      1.3.1.8: Big Sky CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.      1.3.1.8.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.      1.3.1.8.2: Distribute responsible use materials at all visitor centers annually.      1.3.1.8.3: Include GPS coordinates on trail maps to assist visitors.
? ? ? ? ?	?	Robin Hoover Robin Hoover Robin Hoover Marne Hayes Marne Hayes Marne Hayes Marne Hayes Joan Kronebusch	Tactic Tactic Tactic O Tactic Tactic Tactic	1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.      1.3.1.7.2: Distribute responsible use materials at all visitor centers annually.      1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors.      1.3.1.8: Big Sky CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.      1.3.1.8.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.      1.3.1.8.2: Distribute responsible use materials at all visitor centers annually.      1.3.1.8.3: Include GPS coordinates on trail maps to assist visitors.  1.3.1.9: Billings CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.
? ? ? ?	?	Robin Hoover Robin Hoover Robin Hoover Marne Hayes Marne Hayes Marne Hayes Marne Hayes Joan Kronebusch	Tactic Tactic Tactic O Tactic Tactic Tactic	1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.      1.3.1.7.2: Distribute responsible use materials at all visitor centers annually.      1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors.      1.3.1.8: Big Sky CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.      1.3.1.8.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.      1.3.1.8.2: Distribute responsible use materials at all visitor centers annually.      1.3.1.8.3: Include GPS coordinates on trail maps to assist visitors.      1.3.1.9: Billings CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.      1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.
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Objective, Strategy, or Tactic	Creation Status	Owner	Revie	ew S	Statu
1.3.1.12: Flathead CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate	0	Diane Medler			
areas.  1.3.1.12.1: Incorporate responsible use messages and geotourism ethics into tourism marketing	Tactic	Diane Medler		?	+
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1.3.1.12.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Diane Medler  Diane Medler		_	٧
1.3.1.12.3: Include GPS coordinates on trail maps to assist visitors.      1.3.1.13: Great Falls CVB educate Montana visitors, suppliers, and residents about ethics and	Tactic	MIriam Martinson	?	?	1
responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	William Wartinson	f	, L	
1.3.1.13.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	MIriam Martinson	?	?	
1.3.1.13.2: Distribute responsible use materials at all visitor centers annually.	Tactic	MIriam Martinson	?	?	Ţ
<ul><li>1.3.1.13.3: Include GPS coordinates on trail maps to assist visitors.</li><li>1.3.1.14: Helena CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities</li></ul>	Tactic	MIriam Martinson Mike Mergenthaler	?	?	+
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1.3.1.14.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Mike Mergenthaler	?	?	I
1.3.1.14.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Mike Mergenthaler	?	?	1
1.3.1.15: Miles City CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	John Laney	?	?	
1.3.1.15.1: Incorporate responsible use messages and geotourism ethics into tourism marketing	Tactic	John Laney	?	?	T
publications and web sites by 2009.  1.3.1.15.2: Distribute responsible use materials at all visitor centers annually.	Tactic	John Laney	?	?	+
1.3.1.15.2: Distribute responsible use materials at all visitor centers annually.  1.3.1.15.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	John Laney	?	?	+
1.3.1.16: Missoula CVB educate Montana visitors, suppliers, and residents about ethics and		Barbara Ann Neilan	?	?	t
responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0				
1.3.1.16.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Barbara Ann Neilan	?	?	
1.3.1.16.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Barbara Ann Neilan	?	?	İ
1.3.1.16.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Barbara Ann Neilan	?	?	I
1.3.1.17: West Yellowstone CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Marysue Costello	?	?	
1.3.1.17.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Marysue Costello			3
1.3.1.17.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Marysue Costello			٦,
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1.3.1.18: Whitefish CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Jan Metzmaker	8	<b>→</b>	ı
1.3.1.18.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Jan Metzmaker	0	?	Ť
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	Tactic	Jan Metzmaker	$\infty$	?	
<ul> <li>1.3.1.18.2: Distribute responsible use materials at all visitor centers annually.</li> <li>1.3.1.18.3: Include GPS coordinates on trail maps to assist visitors.</li> <li>1.3.1.19: MTRI/NPS educate Montana visitors, suppliers, and residents about ethics and responsibilities</li> </ul>		Jan Metzmaker John Keck	?	?	$\frac{1}{1}$
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1.3.1.18.2: Distribute responsible use materials at all visitor centers annually.     1.3.1.18.3: Include GPS coordinates on trail maps to assist visitors.  1.3.1.19: MTRI/NPS educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	Tactic		?		  -  -
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Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.3.2.1: Travel Montana coordinate state tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Pamela Portner Gosink	?	?	?
1.3.2.1.1: Identify capacity and maintenance challenges, and ensure that state/regional/local tourism marketing efforts are appropriately aligned.	Tactic	Pamela Portner Gosink			×
1.3.2.1.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Pamela Portner Gosink			<b>~</b>
1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land managemer strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	t O	Nick Mann	?	?	?
1.3.2.2.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Nick Mann			×
1.3.2.2.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Nick Mann			<b>~</b>
1.3.2.3: Glacier Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Racene Friede	?	?	?
1.3.2.3.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Racene Friede			~
1.3.2.3.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Racene Friede	0	?	
1.3.2.4: Gold West Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Sarah Bannon	?	?	?
1.3.2.4.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Sarah Bannon	•	?	
1.3.2.4.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Sarah Bannon	8	?	
1.3.2.5: Missouri River Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Carla Hunsley	?	?	?
1.3.2.5.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Carla Hunsley	?	?	1
1.3.2.5.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Carla Hunsley			~
1.3.2.6: Russell Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Gayle Fisher			~
1.3.2.6.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Gayle Fisher			~
1.3.2.6.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Gayle Fisher			~
1.3.2.7: Yellowstone Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Robin Hoover			·
1.3.2.7.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Robin Hoover	?	?	
1.3.2.7.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Robin Hoover	?	?	
1.3.2.8: Big Sky CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Marne Hayes	?	?	?
1.3.2.8.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Marne Hayes	?	?	
1.3.2.8.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Marne Hayes	?	?	-
1.3.2.9: Billings CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Joan Kronebusch			•
1.3.2.9.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Joan Kronebusch	8	?	
1.3.2.9.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Joan Kronebusch	8	?	
1.3.2.10: Bozeman CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Jim Robbins	?	?	?
1.3.2.10.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Jim Robbins		?	
1.3.2.10.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Jim Robbins	•	?	
1.3.2.11: Butte CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Cindy Perdue Dolan	?	?	?
1.3.2.11.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Cindy Perdue Dolan	?	?	
1.3.2.11.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Cindy Perdue Dolan	?	?	
1.3.2.12: Flathead CVB coordinate local tourism marketing efforts with state/federal land management	0	Diane Medler			•

	Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
facilities.			D: 14 II			
1.3.2.12.1: Identify are appropriately al	capacity and maintenance challenges, and ensure that tourism marketing efforts igned.	Tactic	Diane Medler			~
	ate tourism marketing messages that incorporate an accurate and current status for and appropriate types of recreation for public lands and related facilities.	Tactic	Diane Medler			*
1.3.2.13: Great Falls C strategies, to ensure the	CVB coordinate local tourism marketing efforts with state/federal land management nat promotion messages are consistent with public land uses and available	0	MIriam Martinson	?	?	1
facilities.  1.3.2.13.1: Identify are appropriately al	capacity and maintenance challenges, and ensure that tourism marketing efforts inned.	Tactic	MIriam Martinson	?	?	t
1.3.2.13.2: Coordin	of atte tourism marketing messages that incorporate an accurate and current status for and appropriate types of recreation for public lands and related facilities.	Tactic	MIriam Martinson	?	?	T
1.3.2.14: Helena CVB	coordinate local tourism marketing efforts with state/federal land management nat promotion messages are consistent with public land uses and available	0	Mike Mergenthaler	?	?	
	capacity and maintenance challenges, and ensure that tourism marketing efforts igned.	Tactic	Mike Mergenthaler	?	?	1
	ate tourism marketing messages that incorporate an accurate and current status for and appropriate types of recreation for public lands and related facilities.	Tactic	Mike Mergenthaler	?	?	Ī
1.3.2.15: Miles City C\	/B coordinate local tourism marketing efforts with state/federal land management nat promotion messages are consistent with public land uses and available	0	John Laney	?	?	
	capacity and maintenance challenges, and ensure that tourism marketing efforts igned.	Tactic	John Laney	?	?	T
	ate tourism marketing messages that incorporate an accurate and current status for an appropriate types of recreation for public lands and related facilities.	Tactic	John Laney	?	?	Ī
1.3.2.16: Missoula CV	B coordinate local tourism marketing efforts with state/federal land management nat promotion messages are consistent with public land uses and available	0	Barbara Ann Neilan	?	?	
	capacity and maintenance challenges, and ensure that ourism marketing efforts are id.	Tactic	Barbara Ann Neilan	?	?	-
1.3.2.16.2: Coordin	ate tourism marketing messages that incorporate an accurate and current status for and appropriate types of recreation for public lands and related facilities.	Tactic	Barbara Ann Neilan	?	?	
	stone CVB coordinate local tourism marketing efforts with state/federal land is, to ensure that promotion messages are consistent with public land uses and	0	Marysue Costello	?	?	
	capacity and maintenance challenges, and ensure that ourism marketing efforts are id.	Tactic	Marysue Costello			,
	ate tourism marketing messages that incorporate an accurate and current status for and appropriate types of recreation for public lands and related facilities.	Tactic	Marysue Costello			•
1.3.2.18: Whitefish CV strategies, to ensure the	B coordinate local tourism marketing efforts with state/federal land management nat promotion messages are consistent with public land uses and available	0	Jan Metzmaker	?	?	
facilities.  1.3.2.18.1: Identify are appropriately al	capacity and maintenance challenges, and ensure that tourism marketing efforts igned.	Tactic	Jan Metzmaker	0	?	+
	ate tourism marketing messages that incorporate an accurate and current status for and appropriate types of recreation for public lands and related facilities.	Tactic	Jan Metzmaker	0	?	Ī
1.3.2.19: MTRI/NPS commanagement strategie	coordinate state, regional and local tourism marketing efforts with state/federal land es, to ensure that promotion messages are consistent with public land uses and	0	John Keck	?	?	
	capacity and maintenance challenges, and ensure that state/regional/local tourism e appropriately aligned.	Tactic	John Keck			,
1.3.2.19.2: Coordin	ate tourism marketing messages that incorporate an accurate and current status for and appropriate types of recreation for public lands and related facilities.	Tactic	John Keck			•
1.3.2.20: MTRI/USFS	coordinate state, regional and local tourism marketing efforts with state/federal land es, to ensure that promotion messages are consistent with public land uses and	0	Margaret Gorski	?	?	
1.3.2.20.1: Identify	capacity and maintenance challenges, and ensure that state/regional/local tourism e appropriately aligned.	Tactic	Margaret Gorski	?	?	Ť
1.3.2.20.2: Coordin	ate tourism marketing messages that incorporate an accurate and current status for and appropriate types of recreation for public lands and related facilities.	Tactic	Margaret Gorski	?	?	T
1.3.2.21: Havre CVB of	coordinate local tourism marketing efforts with state/federal land management nat promotion messages are consistent with public land uses and available	0	Debbie A Vandeberg	?	?	
	capacity and maintenance challenges, and ensure that tourism marketing efforts igned.	Tactic	Debbie A Vandeberg	?	?	t
1.3.2.21.2: Coordin	of atte tourism marketing messages that incorporate an accurate and current status for and appropriate types of recreation for public lands and related facilities.	Tactic	Debbie A Vandeberg	?	?	t
1.3.3: Support use of eas	sements, county planning commissions, and agency planning efforts, to maintain st to public recreation lands.	0	Victor Bjornberg	•	1	P
1.3.3.1: MTRI/NPS su	poort use of easements, county planning commissions, and agency planning firmprove public access to public recreation lands.	0	John Keck	?	?	
	ommunication on access issues and cooperation between agencies, user groups,	Tactic	John Keck			
1.3.3.2: MTRI/USFS s	upport use of easements, county planning commissions, and agency planning dimprove public access to public recreation lands.	0	Margaret Gorski	?	?	
	ommunication on access issues and cooperation between agencies, user groups,	Tactic	Margaret Gorski	?	?	Ī
	ce the Montana Block Management Program, expanding public access to private	0	Jennifer Lawson	?	?	t.

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
lands.					
1.3.4.1: FWP continue to enhance the Montana Block Management Program, expanding public access to private lands.	0	Jennifer Lawson	?	?	?
1.3.4.1.1: Study ways to streamline the process, attract broader participation, evaluate conservation easements, analyze issues of program expansion or limitations, and include concerns about non- resident vs. resident preferences.	Tactic	Jennifer Lawson	?	?	
1.3.4.1.2: Expand participation (enrolled acres) in the Block Management Program to 9 million acres by 2012.	Tactic	Jennifer Lawson	0	?	T
1.3.5: Identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math, and language curriculum standards/initiatives.	0	John Keck	?	?	?
1.3.5.1: MTRI/NPS identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math, and language curriculum standards/initiatives.	0	John Keck	?	?	?
1.3.5.1.1: Sponsor programs that encourage kids to spend more time outdoors, involving the Governor's office, state/federal agencies, tribes, nonprofit groups, and businesses.	Tactic	John Keck			~
1.3.5.1.2: Use initiatives to improve public health, encourage education about the outdoors, enhance tourism efforts, and increase public appreciation for the importance and protection of the outdoors for future generations.	Tactic	John Keck			~
1.3.5.1.3: Develop partnerships and seek private and foundation funding to implement statewide initiatives.	Tactic	John Keck			~
1.3.5.2: MTRI/USFS identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math, and language curriculum standards/initiatives.	0	Margaret Gorski	?	?	?
1.3.5.2.1: Sponsor programs that encourage kids to spend more time outdoors, involving the Governor's office, state/federal agencies, tribes, nonprofit groups, and businesses.	Tactic	Margaret Gorski	?	?	_
1.3.5.2.2: Use initiatives to improve public health, encourage education about the outdoors, enhance tourism efforts, and increase public appreciation for the importance and protection of the outdoors for future generations.	Tactic	Margaret Gorski	?	?	
1.3.5.2.3: Develop partnerships and seek private and foundation funding to implement statewide initiatives.	Tactic	Margaret Gorski	?	?	T
1.4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.).	0	Victor Bjornberg	O	<b>→</b>	T
1.4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.	ŏ	Victor Bjornberg	ŏ	1	Ī
1.4.1.1: Use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	ŏ	Victor Bjornberg	8	<b>→</b>	м
1.4.1.1.1: Big Sky CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Marne Hayes	?	?	?
1.4.1.1.1.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Marne Hayes	?	?	
1.4.1.1.1.2: Use creative venue ideas for recruitment of conventions.	Tactic	Marne Hayes	?	?	1
1.4.1.1.2: Billings CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Joan Kronebusch	?	?	?
1.4.1.1.2.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Joan Kronebusch	•	?	
1.4.1.1.2.2: Use creative venue ideas for recruitment of conventions.	Tactic	Joan Kronebusch	0	?	
1.4.1.1.3: Bozeman CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Jim Robbins	?	?	?
1.4.1.1.3.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Jim Robbins	0	?	
1.4.1.1.3.2: Use creative venue ideas for recruitment of conventions.	Tactic	Jim Robbins	0	?	
1.4.1.1.4: Butte CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Cindy Perdue Dolan	?	?	?
1.4.1.1.4.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Cindy Perdue Dolan	?	?	
1.4.1.1.4.2: Use creative venue ideas for recruitment of conventions.	Tactic	Cindy Perdue Dolan			~
1.4.1.1.5: Flathead CVB use local historial/cultural/tribal attractions as venues for conferences, events and educational seminars.	0	Diane Medler			·
1.4.1.1.5.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Diane Medler			~
1.4.1.1.5.2: Use creative venue ideas for recruitment of conventions.	Tactic	Diane Medler	0	?	1
1.4.1.1.6: Great Falls CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	MIriam Martinson	?	?	?
1.4.1.1.6.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	MIriam Martinson	?	?	
1.4.1.1.6.2: Use creative venue ideas for recruitment of conventions.	Tactic	MIriam Martinson	?	?	
1.4.1.1.7: Helena CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Mike Mergenthaler	?	?	?
1.4.1.1.7.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and receptions to the convention of	Tactic	Mike Mergenthaler	?	?	
revenue for those attractions/services.				?	1
1.4.1.1.7.2: Use creative venue ideas for recruitment of conventions.  1.4.1.1.8: Miles City CVB use local historial/cultural/tribal attractions as venues for conferences,	Tactic	Mike Mergenthaler John Laney	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	iew S	tatus
events, and educational seminars.	Otatao				
1.4.1.1.8.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	John Laney	?	?	
1.4.1.1.8.2: Use creative venue ideas for recruitment of conventions.	Tactic	John Laney	?	?	
1.4.1.1.9: Missoula CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Barbara Ann Neilan	?	?	?
1.4.1.1.9.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Barbara Ann Neilan	?	?	
1.4.1.1.9.2: Use creative venue ideas for recruitment of conventions.	Tactic	Barbara Ann Neilan	?	?	
1.4.1.1.10: West Yellowstone CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Marysue Costello	?	?	?
1.4.1.1.10.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Marysue Costello			✓
1.4.1.1.10.2: Use creative venue ideas for recruitment of conventions.	Tactic	Marysue Costello			<b>^</b>
1.4.1.1.11: Whitefish CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Jan Metzmaker	0	<b>→</b>	Ĺ
1.4.1.1.11: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Jan Metzmaker	0	?	
1.4.1.1.1.2: Use creative venue ideas for recruitment of conventions.	Tactic	Jan Metzmaker			/
1.4.1.1.12: MTTA use local historial/cultural/tribal attractions as venues for conferences, events, and	_	no owner	t		Ý
educational seminars.	0				Λ
1.4.1.1.12.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	no owner			~
1.4.1.1.12.2: Use creative venue ideas for recruitment of conventions.	Tactic	no owner			~
1.4.1.1.13: Havre CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Debbie A Vandeberg	?	?	?
1.4.1.1.13.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Debbie A Vandeberg	?	?	
1.4.1.1.13.2: Use creative venue ideas for recruitment of conventions.	Tactic	Debbie A Vandeberg	?	?	
1.4.1.1.14: MHC use local historical/cultural/tribal attractions as venues for conferences, events, and educational seminars.		Victor Bjornberg	?	?	?
1.4.1.1.14.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Victor Bjornberg	?	?	
1.4.1.1.14.2: Use creative venue ideas for recruitment of conventions.	Tactic	Victor Bjornberg	?	?	L_
1.4.1.2: Develop artisan/craftsmen trails statewide to highlight Montana's history and culture.	0	Victor Bjornberg	O	1	L
1.4.1.2.1: Travel Montana develop artisan/craftsmen trails statewide to highlight Montana's history and culture.	0	Victor Bjornberg	0	1	L
1.4.1.2.1.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.      1.4.1.2.1.2: Assist Top Ten Scenic Drives Project with Montana content in website and printed.	Tactic	Victor Biomberg	0	0	
materials as well as promotions. Work with Montana partners to take full advantage of this project.	Tactic	Victor Bjornberg	O	O	
1.4.1.2.1.3: Work on Heritage Tourism plan for SE MT, northern WY, western North & South Dakota thru a US EDA Planning Grant.	Tactic	Victor Bjornberg	0	0	
1.4.1.2.1.4: Work with Bitterroot Valley Heritage Trust and partner organizations on Cultural Tourism Development in this area of MT	Tactic	Victor Bjornberg			×
1.4.1.2.2: Custer Country develop artisan/craftsmen trails to highlight Montana's history and culture.	C	Nick Mann	?	?	?
1.4.1.2.2.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Nick Mann			×
1.4.1.2.3: Glacier Country develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Racene Friede	?	?	?
1.4.1.2.3.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Racene Friede			~
1.4.1.2.4: Gold West Country develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Sarah Bannon			✓
1.4.1.2.4.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Sarah Bannon			✓
1.4.1.2.5: Missouri River Country develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Carla Hunsley	0	<b>→</b>	М
1.4.1.2.5.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Carla Hunsley	0	?	
1.4.1.2.5.2: Working on a hiking trail on BLM land south of Fort Peck.	Tactic	Carla Hunsley	O	O	
1.4.1.2.6: Russell Country develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Gayle Fisher			✓
1.4.1.2.6.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Gayle Fisher			✓
1.4.1.2.7: Yellowstone Country develop artisan/craftsmen trails to highlight Montana's history and culture.      1.4.1.2.7.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to	0	Robin Hoover Robin Hoover	_		•
be promoted, develop marketing opportunities and funding sources.  1.4.1.2.7.1: identify arrivans, craftsmen, annual arrorate events and define regional Arrisan Trails to be promoted, develop marketing opportunities and funding sources.  1.4.1.2.8: MTTA develop artisan/craftsmen trails to highlight Montana's history and culture.	Tactic	no owner	?	?	~
1.4.1.2.0. IVITTA develop arusaniciansmen iralis to nigniight Montana's nistory and culture.	O	no owner			X

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.4.1.2.8.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	no owner			✓
1.4.1.2.9: MT Historical Society develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Kirby Lambert	0	<b>†</b>	L
1.4.1.2.9.5: Montana History Conference - annual	Tactic	Kirby Lambert	0	О	
1.4.1.2.9.12: Thursday night lecture series promoting MT history and culture	Tactic	Kirby Lambert	Ō	Ō	
1.4.1.2.10: MAC develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Victor Bjornberg	0	1	L
1.4.1.2.10.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Victor Bjornberg	0	0	
1.4.1.2.10.2: Hands of Harvest: Craft Heritage Trails of North Central MT - monthly meetings assisting with website upgrades, distribution plan for current guidebook and involvement in Made in MT Marketplace	Tactic	Victor Bjornberg	0	0	
1.4.1.2.10.3: Alpine Artisans, Seeley/Swan Valley Cultural Trail: provide technical assist, involve in LINC cohort project and other MAC workshops	Tactic	Victor Bjornberg	0	0	
1.4.1.2.10.4: Sage & Stone, SW MT Cultural Trail: provide tech assistance to MT Preservation Alliance (project leader) on loop tour development and lay groundwork for LINC cohort in SW MT	Tactic	Victor Bjornberg			<b>\</b>
1.4.1.2.10.5: Bitterroot Area: tech assist for development of studio tours & workshops along with planning of an annual craft show & sale in the Bitterrot	Tactic	Victor Bjornberg	0	0	
1.4.1.2.10.6: MT Circle of American Masters: Goal to identify visual folk and traditional artists in MT; 16 artists endorsed for program to date, photos & information displayed in State Capitol Rotunda, news releases and future publications	Tactic	Victor Bjornberg	0	0	
1.4.1.2.10.7: Revising Arts Database to add fields identifying and describing folk and traditional artists to help identify in future marketing efforts, institute Market Ready Tools into Arts Database	Tactic	Victor Bjornberg	0	0	
1.4.1.3: Enhance the online statewide calendar of arts/culture/historical/tribal events.	0	Corrie Hahn	0	1	L
1.4.1.3.1: Travel Montana enhance the online statewide calendar of arts/culture/historical/tribal events.	0	Corrie Hahn	?	?	?
1.4.1.3.1.1: Maximize arts/cultural/historical events promotion by creating a comprehensive online calendar that is searchable by topic, date, or location.	Tactic	Corrie Hahn			✓
1.4.1.3.1.2: Integrate existing calendars of events provided by private arts publications into state and regional web sites.	Tactic	Corrie Hahn	0	?	
1.4.1.3.3: MTTA enhance the online statewide calendar of arts/culture/historical/tribal events.	0	no owner			Х
1.4.1.3.3.1: Encourage regional, local, and tribal stakeholders to contribute to and use the online calendar.	Tactic	no owner			✓
1.4.1.3.4: MAC enhance the online statewide calendar of arts/culture/historical/tribal events.	0	Victor Bjornberg	O	1	L
1.4.1.3.4.1: Maximize arts/cultural/historical events promotion by creating a comprehensive online calendar that is searchable by topic, date, or location.	Tactic	Victor Bjornberg			
1.4.1.3.4.2: Encourage regional, local, and tribal stakeholders to contribute to and use the online calendar.	Tactic	Victor Bjornberg	0	0	
1.4.1.4: Enhance the Montana Tribal Tourism Alliance (MTTA) and its marketing efforts.	0	no owner			•
1.4.1.4.1: MTTA enhance the Montana Tribal Tourism Alliance (MTTA) and its marketing efforts.	ŏ	no owner			X
1.4.1.4.1.1: Establish reciprocal promotion efforts between MTTA and Travel Montana.	Tactic	no owner			/
1.4.1.4.1.2: Offer specialized tourism training content for tribal representatives (i.e. tour guide development, business of tourism, etc.).	Tactic	no owner			~
1.4.1.4.2: Travel Montana enhance the Montana Tribal Tourism Alliance (MTTA) and its marketing efforts.	0	Victor Bjornberg	?	?	?
1.4.1.4.2.1: Establish reciprocal promotion efforts between MT Indian Reservations and Travel Montana.	Tactic	Victor Bjornberg	0	?	
1.4.1.4.2.2: Assist Tribal Tourism Reps on each MT Indian Reservation to continue to be an advocate for tribal tourism, and a strong partner with the tourism regions.	Tactic	Victor Bjornberg	0	?	
1.4.1.5: Plan and Promote commemorations of historic events in Montana.	Q	Kirby Lambert	O	1	L
1.4.1.5.1: Travel Montana Plan and Promote commemorations of historic events in Montana.	0	Victor Bjornberg	?	?	?
1.4.1.5.1.1: Identify upcoming commemorations of cultural and historic events, and strategies to market them.	Tactic	Victor Bjornberg	0	?	
1.4.1.5.1.2: 75th Anniversary of Beartooth Highway will take place June 10-12 in Red Lodge and Cooke City. MTOT working with local & regional planning group to promote, organize and implement	Tactic	Victor Bjornberg			✓
1.4.1.5.1.3: Fort Peck Lake & Dam Project will celebrate its 75th Anniversary in 2012. As the plans gain detail, will share with MTOT staff and promotion partners.	Tactic	Victor Bjornberg	0	?	
1.4.1.5.2: MHS Plan and Promote commemorations of historic events in Montana.	LQ.	Kirby Lambert	0	1	L
1.4.1.5.3: Glacier Country Plan and Promote commemorations of historic events in Montana.	0	Racene Friede			✓
1.4.1.5.3.1: Develop and implement three marketing strategies for the David Thompson Bicentennial Commemoration annually in 2009, 2010, and 2011.	Tactic	Racene Friede			✓
1.4.2: Improve and maintain infrastructure, facilities, and services to support heritage and cultural tourism in Montana.	0	Kirby Lambert	0	1	L
<ul> <li>1.4.2.1: Enhance the interactivity and quality of Montana interpretive displays, programs, and facilities for visitors.</li> <li>1.4.2.1.1: Create partnerships and combine resources to produce professional, accurate interpretive</li> </ul>	0	Kirby Lambert	0	<u>†</u>	L
<ul> <li>1.4.2.1.1: Create partnerships and combine resources to produce professional, accurate interpretive programs, tapes, signage, etc., for guided/self-guided tours.</li> <li>1.4.2.1.3: Where appropriate, consider partnering with businesses to sponsor, enhance, or manage</li> </ul>	Tactic	Kirby Lambert Kirby Lambert	0	0	<u> </u>
programs and facilities.	Tactic	Tanby Lambert	O	O	
	Tactic	Kirby Lambert	O	0	
1.4.2.1.4: Incorporate age appropriate programs/activities for children and youth.	_	no owner			~
	O	no owner	Ĭ		×

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	iew S	tatus
1.4.2.2.1.1: Enhance educational and tourism-related facilities, services, artisan displays/galleries, and interpretation on MT's Indian reservations, including receptive tour services, interpretation,	Tactic	no owner			<b>~</b>
dining, lodging, retail, encampments, pow wows, etc.  1.4.2.2.1.2: Identify and prioritize a list of needs for each Montana Indian reservation.	Tactic	no owner	-		5
1.4.2.2.2: Travel Montana augment tourism facilities, services, and marketing capacity within Montana		Victor Bjornberg	?	?	?
Indian reservations.  1.4.2.2.2.1: Enhance educational and tourism-related facilities, services, artisan displays/galleries,	0	Victor Bjornberg	+	·	<u> </u>
and interpretation on MT's Indian reservations, including receptive tour services, interpretation, dining, lodging, retail, encampments, pow wows, etc.	Tactic	, ,	0	?	
1.4.2.2.2.2: Identify and prioritize a list of needs for each Montana Indian reservation.	Tactic	Victor Bjornberg		?	
1.4.2.3: Improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	0	Kirby Lambert	⊗	1	М
1.4.2.3.1: Travel Montana improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	0	Victor Bjornberg	?	?	?
1.4.2.3.1.1: Use TIIP Grant Funds to invest in historic/cultural sites infrastructure or facilities where improvements will significantly increase visitation and revenue opportunities (i.e., Virginia City, Glacier National Park lodges, state parks).	Tactic	Victor Bjornberg			~
1.4.2.3.1.2: Develop a state heritage tourism marketing strategy.	Tactic	Victor Bjornberg			X
1.4.2.3.1.3: Assist implementation of Historic Preservation Competitive Grant Program approved by the 2009 MT Legislature, providing \$3.6 million for historic site preservation projects across the state.	Tactic	Victor Bjornberg			~
1.4.2.3.1.4: 2010 TIIP Program announced and applications accepted in August. \$300,000 in funds available for tourism-related facility improvement or building projects.	Tactic	Victor Bjornberg			~
1.4.2.3.1.5: 2010 TIIP Grants Scored, Ranked and top projects awarded \$300,000 in funds	Tactic	Victor Bjornberg		L	✓
1.4.2.3.1.6: 2011 TIIP Grant Fund Pool Announced at June TAC meeting.	Tactic	Victor Bjornberg			✓
1.4.2.3.1.7: 2011 TIIP Grants Scored, Ranked and top projects awarded \$530,000 in funds	Tactic	Victor Bjornberg	0	?	
1.4.2.3.2: MTTA improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	0	no owner			×
1.4.2.3.2.1: Evaluate historic/cultural sites, and identify locations where investment in infrastructure or facilities could significantly increase visitation and revenue opportunities.	Tactic	no owner			✓
1.4.2.3.2.2: Participate in the development of a state heritage tourism marketing strategy.	Tactic	no owner	?	?	
1.4.2.3.3: FWP improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	0	Jennifer Lawson	?	?	?
1.4.2.3.3.1: Evaluate historic/cultural sites, and identify locations where investment in infrastructure or facilities could significantly increase visitation and revenue opportunities.	Tactic	Jennifer Lawson	0	?	
1.4.2.3.3.2: Participate in the development of a state heritage tourism marketing strategy.	Tactic	Jennifer Lawson		?	
1.4.2.3.3.3: Conducting a statewide review of Park needs	Tactic	Jennifer Lawson	?	?	
1.4.2.3.4: MHS improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	0	Kirby Lambert	•	<b>†</b>	×
1.4.2.3.4.1: Evaluate historic/cultural sites, and identify locations where investment in infrastructure or facilities could significantly increase visitation and revenue opportunities.	Tactic	Kirby Lambert			×
1.4.2.3.4.2: Participate in the development of a state heritage tourism marketing strategy.	Tactic	Kirby Lambert	0	0	
1.4.2.3.5: MHC improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.	0	Victor Bjornberg	?	?	?
1.4.2.3.5.1: Evaluate historic/cultural sites, and identify locations where investment in infrastructure or facilities could significantly increase visitation and revenue opportunities.	Tactic	Victor Bjornberg			✓
1.4.2.3.5.2: Participate in the development of a state heritage tourism marketing strategy.	Tactic	Victor Bjornberg			✓
1.4.2.3.5.3: Initiate planning for new Virginia City Visitor Information Center.	Tactic	Victor Bjornberg	O	?	
1.4.2.3.5.4: Initiate planning for new park at kids fishing pond (dam restoration work)	Tactic	Victor Bjornberg	O	?	
1.4.2.3.5.5: Complete work on several historic buildings so they can be open for public viewing and tours.	Tactic	Victor Bjornberg			<b>✓</b>
1.4.2.3.6: MTRI/USFS improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.      1.4.2.3.6.1: Evaluate historic/cultural sites, and identify locations where investment in infrastructure.	0	Margaret Gorski Margaret Gorski	?	?	?
or facilities could significantly increase visitation and revenue opportunities.  1.4.2.3.6.2: Participate in the development of a state heritage tourism marketing strategy.	Tactic Tactic	Margaret Gorski	?	?	-
1.4.2.3.7: MTRI/NPS improve infrastructure at historic, tribal, and cultural sites to expand visitation and seasons.		John Keck	?	?	?
1.4.2.3.7.1: . Evaluate historic/cultural sites, and identify locations where investment in infrastructure or facilities could significantly increase visitation and revenue opportunities.	Tactic	John Keck			<b>~</b>
1.4.2.3.7.2: Participate in the development of a state heritage tourism marketing strategy.	Tactic	John Keck			X
1.4.2.4: Revitalize Montana's historic downtowns as vibrant destinations for travelers.	0	Kirby Lambert	0	1	М
1.4.2.4.1: MT Main Street revitalizes Montana's historic downtowns as vibrant destinations for travelers.	0	Victor Bjornberg	0	<b>→</b>	L
1.4.2.4.1.1: Collaborate with state agencies and statewide non-profit organizations to promote downtown development	Tactic	Victor Bjornberg	0	0	
1.4.2.4.1.2: With MT Downtown Coalition, host Montana Downtown Conference	Tactic	Victor Bjornberg	0	0	
1.4.2.4.1.3: Through the MT Downtown Coalition create a grant program for downtown projects.	Tactic	Victor Bjornberg	0	0	
1.4.2.4.1.4: Work with MT Downtown Coalition to raise awareness of economic importance of downtowns	Tactic	Victor Bjornberg	0	0	
1.4.2.4.1.5: Work with state agencies, non-profit organizations and private consultants to provide technical assistance services related to the 4 Points of Main Street: Organization, Design	Tactic	Victor Bjornberg	0	0	
Promotion, Economic Restructuring					

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	iew S	tatus
1.4.2.4.2.1: Tap assistance from MT Main Street Program, MT Historic Preservation Office, MT	Status	Kirby Lambert			
Historical Society, and Natl Main Street Center to designate historic districts, obtain restoration and redevelopment resources, and to interpret MT's community history.	Tactic	.,	0	0	
1.4.2.4.2.2: SHPO is partnering with the Museums Assoc. of MT (MAM) in the update of a 1999 economic impact study of visitations to MT's museums.	Tactic	Kirby Lambert	0	0	
1.4.2.4.2.3: SHPO is working with Madison County to expand the Virginia City local Certified Local     Government to a county-wide program for developing heritage tourism through preservation	Tactic	Kirby Lambert	0	0	
1.4.2.4.2.3: SHPO is working with Madison County to expand the Virginia City local Certified Local Government to a county-wide program for developing heritage tourism through preservation	Tactic	Kirby Lambert	0	0	
1.4.2.4.2.3: SHPO is working with Madison County to expand the Virginia City local Certified Local Government to a county-wide program for developing heritage tourism through preservation	Tactic	Kirby Lambert	0	0	
1.4.2.4.2.3: SHPO is working with Madison County to expand the Virginia City local Certified Local	Tactic	Kirby Lambert	0	Ö	
Government to a county-wide program for developing heritage tourism through preservation  1.4.2.4.2.3: SHPO is working with Madison County to expand the Virginia City local Certified Local	Tactic	Kirby Lambert	0	C	
Government to a county-wide program for developing heritage tourism through preservation 1.4.2.4.2.3: SHPO is working with Madison County to expand the Virginia City local Certified Local	Tactic	Kirby Lambert	ŏ	0	
Government to a county-wide program for developing heritage tourism through preservation  1.4.2.5: Maintain Lewis & Clark Trail, other national scenic and historic trails, and related sites/facilities to	0	John Keck	?	?	?
enhance visitor experience.		laba Kaal	?	?	?
1.4.2.5.1: MTRI/NPS maintain Lewis & Clark Trail, other national scenic and historic trails, and related sites/facilities to enhance visitor experience.	0	John Keck	ſ		′
1.4.2.5.1.1: Prioritize maintenance and preservation needs along the Lewis & Clark Trail, and identify or connect with potential resources.	Tactic	John Keck			<b>~</b>
1.4.2.5.1.2: Include L&C and other national trails, sites and facilities in tourism maps, marketing publications, web sites, event calendars, etc.	Tactic	John Keck			✓
1.4.2.5.1.3: Track visitor usage at historic trail sites/facilities to understand visitor trends.	Tactic	John Keck			/
1.4.3: Continue efforts to preserve Montana tribal culture (stories, language preservation, cultural preservation workshops, tribal museums/interpretive centers, tribal arts).	0	no owner			÷
1.4.3.1: Identify tribal fine arts, museums, events, and activities that emphasize nature, ethno-botany, and opportunities to observe and learn more about native culture.	0	no owner			•
1.4.3.1.1: Encourage efforts to preserve oral histories and languages of Montana's Indian people and their places as told by tribal members.	Tactic	no owner			<b>~</b>
1.4.3.1.2: Collaborate to promote tribal culture, heritage, and cultural tourism through workshops and	Tactic	no owner			/
other educational events for the benefit of reservation residents and visitors.  1.4.3.2: MTRI/USFS continue to inventory cultural sites on public lands and determine appropriate	0	Margaret Gorski	?	?	?
interpretation and access for the public.  1.4.3.2.1: Develop successful partnerships to interpret cultural resources to help to preserve	Tactic	Margaret Gorski	?	?	
Montana's rich tribal history, and increase appreciation for them among residents and visitors.  1.4.3.2.2: Implement interpretive/access improvements as approved by Montana tribes.	Tactic	Margaret Gorski	?	?	
1.4.3.3: MTRI/NPS continue to inventory cultural sites on public lands and determine appropriate	O	John Keck	?	?	?
interpretation and access for the public.  1.4.3.3.1: Develop successful partnerships to interpret cultural resources to help to preserve	Tactic	John Keck			1
Montana's rich tribal history, and increase appreciation for them among residents and visitors.  1.4.3.3.2: Implement interpretive/access improvements as approved by Montana tribes.	Tactic	John Keck			./
1.5: Support appropriate tourism business growth, including new tourism products and services, for target		Victor Bjornberg	_	<b>→</b>	м
customer markets.  1.5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract	0	Victor Bjornberg	0	_	M
new tourist markets.  1.5.1.1: Create vacation packages and develop theme itineraries designed for off-peak season niche	0	Victor Bjornberg	0	7	
markets targeted by promotion efforts.	0	, ,	0	<b>→</b>	M
1.5.1.1.1: Custer Country create vacation packages and develop theme itineraries designed for off- peak season niche markets targeted by promotion efforts.	0	Nick Mann	?	?	?
1.5.1.1.1.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Nick Mann			X
1.5.1.1.1.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Nick Mann			X
1.5.1.1.2: Glacier Country create vacation packages and develop theme itineraries designed for off- peak season niche markets targeted by promotion efforts.	0	Racene Friede	?	?	?
1.5.1.1.2.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Racene Friede	0	?	
1.5.1.1.2.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Racene Friede	0	?	
1.5.1.1.3: Gold West Country create vacation packages and develop theme itineraries designed for off- peak season niche markets targeted by promotion efforts.	0	Sarah Bannon	?	?	?
1.5.1.1.3.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Sarah Bannon	•	?	
1.5.1.1.3.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Sarah Bannon	$\otimes$	?	
1.5.1.1.4: Missouri River Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Carla Hunsley	O	<b></b>	М
1.5.1.1.4.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Carla Hunsley			×
1.5.1.1.4.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Carla Hunsley			X
1.5.1.1.5: Russell Country create vacation packages and develop theme itineraries designed for off-	0	Gayle Fisher			X
peak season niche markets targeted by promotion efforts.  1.5.1.1.5.1: Package lodging with attractions, activities, events, meals, and transportation, focusing	Tactic	Gayle Fisher	+		×
on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.5.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Gayle Fisher	+		×
1.5.1.1.6: Yellowstone Country create vacation packages and develop theme itineraries designed for	0	Robin Hoover	?	?	?

Objective, Strategy, or Tactic	Creation Status		Revi	ew S	tatu
off-peak season niche markets targeted by promotion efforts.					
1.5.1.1.6.1: Package lodging with attractions, activities, events, meals, and transportation, focusing	Tactic	Robin Hoover		?	
on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.6.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.		Dobin Hoover	_		₩
	Tactic		Ų	?	Ļ
1.5.1.1.7: Big Sky CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Marne Hayes	?	?	?
1.5.1.1.7.1: Package lodging with attractions, activities, events, meals, and transportation, focusing		Marne Hayes	+	Η-	+
on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Marrio Flayes	?	?	
1.5.1.1.7.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Marne Hayes	?	?	T
1.5.1.1.8: Billings CVB create vacation packages and develop theme itineraries designed for off-peak	0	Joan Kronebusch	?	?	?
season niche markets targeted by promotion efforts.	)			<u> </u>	
1.5.1.1.8.1: Package lodging with attractions, activities, events, meals, and transportation, focusing	Tactic	Joan Kronebusch	0	?	
on off-peak season niche markets targeted by state/regional marketing efforts.		Leave Marcal Const	$\sim$	⊢_	₩
1.5.1.1.8.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic		$\otimes$	?	
1.5.1.1.9: Bozeman CVB create vacation packages and develop theme itineraries designed for off-	0	Jim Robbins	?	?	7
peak season niche markets targeted by promotion efforts.  1.5.1.1.9.1: Package lodging with attractions, activities, events, meals, and transportation, focusing	_	Jim Robbins	+	<del>                                     </del>	₩
on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	JIII KODDINS		?	
1.5.1.1.9.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Jim Robbins		?	t
1.5.1.1.10: Butte CVB create vacation packages and develop theme itineraries designed for off-peak	_	Cindy Perdue Dolan	?	?	1
season niche markets targeted by promotion efforts.	0	Ciridy Ferdue Dolair	'	ı '	1 :
1.5.1.1.10.1: Package lodging with attractions, activities, events, meals, and transportation, focusin	a	Cindy Perdue Dolan	+ -		t
on off-peak season niche markets targeted by state/regional marketing efforts.	<sup>9</sup> Tactic		?	?	
1.5.1.1.10.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.1.11: Flathead CVB create vacation packages and develop theme itineraries designed for off-	0	Diane Medler			_
peak season niche markets targeted by promotion efforts.	)			<u> </u>	~
1.5.1.1.11.1: Package lodging with attractions, activities, events, meals, and transportation, focusing	g Tactic	Diane Medler		l	
on off-peak season niche markets targeted by state/regional marketing efforts.			+	<del>                                     </del>	Ť
1.5.1.1.11.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic			<u> </u>	*
1.5.1.1.12: Great Falls CVB create vacation packages and develop theme itineraries designed for off-	0	MIriam Martinson	?	?	1
peak season niche markets targeted by promotion efforts.	~	Miriam Martingan	+	<del>                                     </del>	+-
1.5.1.1.12.1: Package lodging with attractions, activities, events, meals, and transportation, focusin on off-peak season niche markets targeted by state/regional marketing efforts.	9 Tactic	MIriam Martinson	?	?	
1.5.1.1.12.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	MIriam Martinson	?	?	t
1.5.1.1.13: Helena CVB create vacation packages and develop theme itineraries designed for off-peal		Mike Mergenthaler	?	?	1
season niche markets targeted by promotion efforts.	0	3		l	
1.5.1.1.13.1: Package lodging with attractions, activities, events, meals, and transportation, focusin	g <sub>Tactic</sub>	Mike Mergenthaler	?	?	T
on off-peak season niche markets targeted by state/regional marketing efforts.	- Tactic		· ·	<u> </u>	
1.5.1.1.13.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic		?	?	
1.5.1.1.14: Miles City CVB create vacation packages and develop theme itineraries designed for off-	0	John Laney	?	?	1
peak season niche markets targeted by promotion efforts.	_	Internation		Ь—	₩
1.5.1.1.14.1: Package lodging with attractions, activities, events, meals, and transportation, focusin on off-peak season niche markets targeted by state/regional marketing efforts.	g Tactic	John Laney	?	?	
1.5.1.1.14.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	John Laney	?	?	╁
1.5.1.1.15: Missoula CVB create vacation packages and develop theme itineraries designed for off-	74000	Barbara Ann Neilan	?	?	٠
peak season niche markets targeted by promotion efforts.	O	Darbara / IIII / Tollari	'	1	
1.5.1.1.15.1: Package lodging with attractions, activities, events, meals, and transportation, focusin	g	Barbara Ann Neilan	?	?	T
on off-peak season niche markets targeted by state/regional marketing efforts.	<sup>9</sup> Tactic		,	Ľ	
1.5.1.1.15.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Barbara Ann Neilan	?	?	
1.5.1.1.16: West Yellowstone CVB create vacation packages and develop theme itineraries designed	0	Marysue Costello	?	?	'
for off-peak season niche markets targeted by promotion efforts.	•		+	$\vdash$	╄
1.5.1.1.16.1: Package lodging with attractions, activities, events, meals, and transportation, focusin on off-peak season niche markets targeted by state/regional marketing efforts.	g Tactic	Marysue Costello		l	١,
1.5.1.1.16.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Marysue Costello	+	<u> </u>	۲
	Tactic			Ь—	*
1.5.1.1.17: Whitefish CVB create vacation packages and develop theme itineraries designed for off-	0	Jan Metzmaker	0	t	ı
peak season niche markets targeted by promotion efforts.  1.5.1.1.17.1: Package lodging with attractions, activities, events, meals, and transportation, focusin	0	Jan Metzmaker	-		╁
on off-peak season niche markets targeted by state/regional marketing efforts.	<sup>9</sup> Tactic	our moternator	$\circ$	?	
1.5.1.1.17.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Jan Metzmaker		?	T
1.5.1.1.18: Havre CVB create vacation packages and develop theme itineraries designed for off-peak	_	Debbie A Vandeberg	?	?	+
season niche markets targeted by promotion efforts.	0	2000.07. Validobolg	'	1	
1.5.1.1.18.1: Package lodging with attractions, activities, events, meals, and transportation, focusin	g <sub>Tootio</sub>	Debbie A Vandeberg	?	2	T
aonago rouging maratadario, adaviado, dvolto, modio, and adiopolitation, foldoni	<sup>9</sup> Tactic		1	?	
on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Debbie A Vandeberg	?	?	
		Victor Bjornberg	$\circ$	<b>→</b>	ŀ
on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.18.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.  1.5.1.2: Expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations,	0		$\sim$		_
on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.18.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.  1.5.1.2: Expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0			?	١.
on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.18.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.  1.5.1.2: Expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.1: Custer Country expand winter tourism products/activities to draw visitors (spas, arts/culture,	+=	Nick Mann	?		
on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.18.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.  1.5.1.2: Expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.1: Custer Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	_		?	ļ	Ļ
on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.18.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.  1.5.1.2: Expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.1: Custer Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.1.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice	0	Nick Mann	?		,
on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.18.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.  1.5.1.2: Expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.1: Custer Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.1.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and	+=	Nick Mann	?		>
on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.18.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.  1.5.1.2: Expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.1: Custer Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.1.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice	O Tactic	Nick Mann	?		>
on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.18.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.  1.5.1.2: Expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.1: Custer Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.1.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.  1.5.1.2.1.2: Package and promote to targeted resident and nonresident markets.	Tactic Tactic	Nick Mann	?		>
on off-peak season niche markets targeted by state/regional marketing efforts.  1.5.1.1.18.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.  1.5.1.2: Expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.1: Custer Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).  1.5.1.2.1.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic Tactic Tactic	Nick Mann	?	?	>

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.5.1.2.2.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and	Tactic	Racene Friede			~
attractions, etc.  1.5.1.2.2.2: Package and promote to targeted resident and nonresident markets.	Tactic	Racene Friede		?	1
1.5.1.2.2.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Racene Friede	U	?	٠,
1.5.1.2.3: Gold West Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	O	Sarah Bannon	?	?	?
1.5.1.2.3.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Sarah Bannon	0	?	
1.5.1.2.3.2: Package and promote to targeted resident and nonresident markets.	Tactic	Sarah Bannon	$\infty$	?	T
1.5.1.2.3.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Sarah Bannon	Ŏ	?	+
1.5.1.2.4: Missouri River Country expand winter tourism products/activities to draw visitors (spas,	0	Carla Hunsley	?	?	?
arts/culture, learning vacations, tribal activities).  1.5.1.2.4.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and	Tactic	Carla Hunsley	0	0	)
attractions, etc.  1.5.1.2.4.2: Package and promote to targeted resident and nonresident markets.	Tactic	Carla Hunsley			_
1.5.1.2.4.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Carla Hunsley			×
1.5.1.2.5: Russell Country expand winter tourism products/activities to draw visitors (spas, arts/culture,	_	Gayle Fisher			-
learning vacations, tribal activities).  1.5.1.2.5.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice	0	Gayle Fisher			×
skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic				×
1.5.1.2.5.2: Package and promote to targeted resident and nonresident markets.	Tactic	Gayle Fisher			X
1.5.1.2.5.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Gayle Fisher			X
1.5.1.2.6: Yellowstone Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Robin Hoover	?	?	?
1.5.1.2.6.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Robin Hoover			~
1.5.1.2.6.2: Package and promote to targeted resident and nonresident markets.	Tactic	Robin Hoover	0	?	
1.5.1.2.6.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Robin Hoover		?	
1.5.1.2.7: Big Sky CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Marne Hayes	?	?	?
1.5.1.2.7.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Marne Hayes	?	?	
1.5.1.2.7.2: Package and promote to targeted resident and nonresident markets.	Tactic	Marne Hayes	?	?	╄
<ul><li>1.5.1.2.7.3: Include a fam tour of winter activities at region meetings and VIC workshops.</li><li>1.5.1.2.8: Billings CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).</li></ul>	Tactic	Marne Hayes Joan Kronebusch			~
1.5.1.2.8.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Joan Kronebusch			~
1.5.1.2.8.2: Package and promote to targeted resident and nonresident markets.	Tactic	Joan Kronebusch			~
1.5.1.2.8.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Joan Kronebusch			Ž
1.5.1.2.9: Bozeman CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Jim Robbins	?	?	?
1.5.1.2.9.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Jim Robbins	0	?	
1.5.1.2.9.2: Package and promote to targeted resident and nonresident markets.	Tactic	Jim Robbins	O	?	1
1.5.1.2.9.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Jim Robbins	Ŏ	?	
1.5.1.2.10: Butte CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Cindy Perdue Dolan	?	?	?
1.5.1.2.10.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and	Tactic	Cindy Perdue Dolan	?	?	
attractions, etc.  1.5.1.2.10.2: Package and promote to targeted resident and nonresident markets.	Tactic	Cindy Perdue Dolan	?	?	╁
1.5.1.2.10.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Cindy Perdue Dolan	?	?	1
1.5.1.2.11: Flathead CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,	0	Diane Medler			<b>\</b>
learning vacations, tribal activities).  1.5.1.2.11.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and	Tactic	Diane Medler			•
attractions, etc.  1.5.1.2.11.2: Package and promote to targeted resident and nonresident markets.	Tactic	Diane Medler	+		_
1.5.1.2.11.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Diane Medler		?	~
1.5.1.2.11: Great Falls CVB expand winter tourism products/activities to draw visitors (spas,	_	MIriam Martinson	?	?	?
arts/culture, learning vacations, tribal activities).	0	MIriam Martinson	ŀ	Ė	Ļ
1.5.1.2.12.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice			?	?	1

	Creation Status	Owner	Revi	ew S	Statu
1.5.1.2.12.3: Include a fam tour of winter activities at region meetings and VIC workshops.		MIriam Martinson	?	?	
1.5.1.2.13: Helena CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,	0	Mike Mergenthaler	?	?	?
learning vacations, tribal activities).					_
1.5.1.2.13.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice	T4:-	Mike Mergenthaler	2	_	
skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic		?	?	
1.5.1.2.13.2: Package and promote to targeted resident and nonresident markets.	Tactic	Mike Mergenthaler	?	?	+-
1.5.1.2.13.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Mike Mergenthaler	?	?	╁
1.5.1.2.14: Miles City CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,	_	John Laney	?	?	?
learning vacations, tribal activities).	0	Comit Editoy	•		
1.5.1.2.14.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice		John Laney			
skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and	Tactic	•	?	?	
attractions, etc.					<u> </u>
1.5.1.2.14.2: Package and promote to targeted resident and nonresident markets.	Tactic	John Laney	?	?	<u> </u>
1.5.1.2.14.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	John Laney	?	?	_
1.5.1.2.15: Missoula CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,	0	Barbara Ann Neilan	?	?	?
learning vacations, tribal activities).	_	Darkers Ass Nailes			-
1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and	Tactic	Barbara Ann Neilan	?	?	
attractions, etc.	ractic			•	
1.5.1.2.15.2: Package and promote to targeted resident and nonresident markets.	Tactic	Barbara Ann Neilan	?	?	1
1.5.1.2.15.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Barbara Ann Neilan	?	?	+
1.5.1.2.16: West Yellowstone CVB expand winter tourism products/activities to draw visitors (spas,	_	Marysue Costello	?	?	?
arts/culture, learning vacations, tribal activities).	0	ivial your coolello			'
1.5.1.2.16.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice		Marysue Costello			1
skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and	Tactic	,			J
attractions, etc.					,
1.5.1.2.16.2: Package and promote to targeted resident and nonresident markets.	Tactic	Marysue Costello			~
1.5.1.2.16.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Marysue Costello			.,
1.5.1.2.17: Whitefish CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,		Jan Metzmaker	_		*
learning vacations, tribal activities).	0	Jan Melzmakei	O	t	L
1.5.1.2.17.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice		Jan Metzmaker		_	1
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attractions, etc.			$\sim$	-	
1.5.1.2.17.2: Package and promote to targeted resident and nonresident markets.	Tactic	Jan Metzmaker			
1.5.1.2.17.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Jan Metzmaker			*
,	ractic				*
1.5.1.2.18: MTTA expand winter tourism products/activities to draw visitors (spas, arts/culture, learning	0	no owner			$\times$
vacations, tribal activities).	_	no ourner			,
1.5.1.2.18.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and	Tactic	no owner			1
attractions, etc.	ractic				٧
1.5.1.2.18.2: Package and promote to targeted resident and nonresident markets.	Tactic	no owner			Η.
	raciic				*
1.5.1.2.19: Havre CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,	0	Debbie A Vandeberg			1
learning vacations, tribal activities).		Dobbio A Vandobara	-		-
1.5.1.2.19.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and	Tactic	Debbie A Vandeberg	?	?	
attractions, etc.	ractic			•	
1.5.1.2.19.2: Package and promote to targeted resident and nonresident markets.	Tactic	Debbie A Vandeberg	?	?	1
1.5.1.2.19.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Debbie A Vandeberg	?	?	1
1.5.1.3: Encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add		Victor Bjornberg		_	
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		Victor Bjornberg			_
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value to local businesses and traveler experiences.  1.5.1.3.1: Travel Montana encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.1.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides, web sites, and VICs.  1.5.1.3.1.2: Ask restaurants to use local products for tourism meetings, workshops, etc.  1.5.1.3.1.3: MT's 2 Geotourism Projects - Crown of the Continent and Greater Yellowstone Region-promote local food products, crafts, arts and mainstreet Montana  1.5.1.3.2: Custer Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.2.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides, web sites, and VICs.  1.5.1.3.2.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.  1.5.1.3.2.3: Ask restaurants to use local products for tourism meetings, workshops, etc.  1.5.1.3.3.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.3.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.  1.5.1.3.3.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic Tactic O Tactic Tactic Tactic Tactic Tactic Tactic Tactic Tactic Tactic Tactic	Pamela Portner Gosink Victor Bjornberg Victor Bjornberg Nick Mann Nick Mann Nick Mann Racene Friede Racene Friede Racene Friede Racene Friede	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
1.5.1.3.4.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	Sarah Bannon	$\otimes$	?	
network with tourism businesses to buy and/or promote their products.  1.5.1.3.4.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Sarah Bannon	ŏ	?	
1.5.1.3.5: Missouri River Country encourage use of Montana products by restaurants, markets, retail		Carla Hunsley	~	1	Н
shops, and suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.5.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	Tactic	Carla Hunsley	0	7	-
and web sites, and at VICs.  1.5.1.3.5.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	Carla Hunsley	?	?	
network with tourism businesses to buy and/or promote their products.  1.5.1.3.5.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Carla Hunsley	?	?	
1.5.1.3.6: Russell Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Gayle Fisher		-	~
1.5.1.3.6.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Gayle Fisher			~
1.5.1.3.6.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Gayle Fisher			~
1.5.1.3.6.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Gayle Fisher			~
1.5.1.3.7: Yellowstone Country encourage use of Montana products by restaurants, markets, retail	0	Robin Hoover	?	?	?
shops, and suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.7.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and the base and the ba	Tactic	Robin Hoover			
and web sites, and at VICs.  1.5.1.3.7.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	Robin Hoover	0	?	*
network with tourism businesses to buy and/or promote their products.  1.5.1.3.7.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Robin Hoover	ŏ	?	-
1.5.1.3.8: Big Sky CVB encourage use of Montana products by restaurants, markets, retail shops, and	Tactic	Marne Hayes	?	?	?
suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.8.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	0	Marne Hayes		_	
and web sites, and at VICs.  1.5.1.3.8.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	Marne Hayes	?	?	-
network with tourism businesses to buy and/or promote their products.	Tactic	,	?	?	
1.5.1.3.8.3: Ask restaurants to use local products for tourism meetings, workshops, etc.  1.5.1.3.9: Billings CVB encourage use of Montana products by restaurants, markets, retail shops, and	Tactic	Marne Hayes Joan Kronebusch	?	?	-
suppliers, to add value to local businesses and traveler experiences.	0				•
1.5.1.3.9.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Joan Kronebusch	0	?	
1.5.1.3.9.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Joan Kronebusch			>
1.5.1.3.9.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Joan Kronebusch	8	?	
1.5.1.3.10: Bozeman CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Jim Robbins	?	?	?
1.5.1.3.10.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Jim Robbins	0	?	
1.5.1.3.10.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Jim Robbins	•	?	
1.5.1.3.10.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Jim Robbins	0	?	
1.5.1.3.11: Butte CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Cindy Perdue Dolan	?	?	1
1.5.1.3.11.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.3.11.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.3.11.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.3.12: Flathead CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Diane Medler	?	?	1
1.5.1.3.12.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Diane Medler			~
1.5.1.3.12.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Diane Medler			>
1.5.1.3.12.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Diane Medler		?	
1.5.1.3.13: Great Falls CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	MIriam Martinson	?	?	1
1.5.1.3.13.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	MIriam Martinson	?	?	
1.5.1.3.13.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	MIriam Martinson	?	?	
1.5.1.3.13.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	MIriam Martinson	?	?	
1.5.1.3.14: Helena CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Mike Mergenthaler	?	?	1
1.5.1.3.14.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Mike Mergenthaler	?	?	Ī
1.5.1.3.14.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Mike Mergenthaler	?	?	
1.5.1.3.14.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Mike Mergenthaler	?	?	$\vdash$
	_	John Laney	?	?	?
1.5.1.3.15: Miles City CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0				

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	iew S	Statu
guides and web sites, and at VICs.	Otatao				
1.5.1.3.15.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	John Laney	?	?	
1.5.1.3.15.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	John Laney	?	?	1
1.5.1.3.16: Missoula CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Barbara Ann Neilan	?	?	?
1.5.1.3.16.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Barbara Ann Neilan	?	?	
1.5.1.3.16.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Barbara Ann Neilan	?	?	1
1.5.1.3.16.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Barbara Ann Neilan	?	?	+-
1.5.1.3.17: West Yellowstone CVB encourage use of Montana products by restaurants, markets, ret	oil —	Marysue Costello	?	?	?
shops, and suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.17.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel	all O	Marysue Costello			Ł.
guides and web sites, and at VICs.	Tactic	,			~
1.5.1.3.17.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Marysue Costello			~
1.5.1.3.17.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Marysue Costello			<b>✓</b>
1.5.1.3.18: Whitefish CVB encourage use of Montana products by restaurants, markets, retail shops and suppliers, to add value to local businesses and traveler experiences.	, 0	Jan Metzmaker	0	t	L
1.5.1.3.18.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Jan Metzmaker	0	?	T
1.5.1.3.18.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	Jan Metzmaker	0	?	T
network with tourism businesses to buy and/or promote their products.  1.5.1.3.18.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Jan Metzmaker	ŏ	?	+
1.5.1.3.19: MT Dept. of Agriculture encourage use of Montana products by restaurants, markets, ret		Victor Bjornberg	?	?	?
shops, and suppliers, to add value to local businesses and traveler experiences.  1.5.1.3.19.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel	Tactic	Victor Bjornberg	_	?	-
guides and web sites, and at VICs.  1.5.1.3.19.2: Encourage producers to become active in local/regional tourism organizations, and		Victor Bjornberg	0	ſ	١.
network with tourism businesses to buy and/or promote their products.  1.5.1.3.19.3: Ask restaurants to use local products for meetings, workshops, etc.	Tactic	, ,	_	_	~
	Tactic	Victor Bjornberg	0	?	4
1.5.1.3.20: Havre CVB encourage use of Montana products by restaurants, markets, retail shops, ar suppliers, to add value to local businesses and traveler experiences.	nd O	Debbie A Vandeberg			·
1.5.1.3.20.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Debbie A Vandeberg	?	?	
1.5.1.3.20.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Debbie A Vandeberg	?	?	
1.5.1.3.20.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Debbie A Vandeberg	?	?	†
1.5.1.4: Identify new opportunities to provide guided educational/interpretive and adventure tours on public and private lands and work to develop them.	0	Victor Bjornberg	$\otimes$	1	М
1.5.1.4.1: MTRI/NPS identify new opportunities to provide guided educational/interpretive and adventure tours on public and private lands and work to develop them.	0	John Keck	?	?	?
1.5.1.4.1.1: Identify potential barriers, solutions, processes, and resources for agencies to develo		John Keck			×
RFPs in collaboration with private/nonprofit partners and initiate RFP development as appropriate 1.5.1.4.2: MTRI/USFS identify new opportunities to provide guided educational/interpretive and	0	Margaret Gorski	?	?	?
adventure tours on public and private lands and work to develop them.  1.5.1.4.2.1: Identify potential barriers, solutions, processes, and resources for agencies to develo	p <sub>Tactic</sub>	Margaret Gorski	?	?	+-
RFPs in collaboration with private/nonprofit partners and initiate RFP development as appropriate 1.5.1.4.3: FWP identify new opportunities to provide guided educational/interpretive and adventure	).	Jennifer Lawson	?	?	?
tours on public and private lands and work to develop them.  1.5.1.4.3.1: Identify potential barriers, solutions, processes, and resources for agencies to develo	0	Jennifer Lawson			-
RFPs in collaboration with private/nonprofit partners and initiate RFP development as appropriate 1.5.2: Provide information about technical and financial assistance available to tourism and recreation	). Tactic	Victor Bjornberg	•	?	Ļ
businesses.	0	Victor bjornberg	O	<b>→</b>	L
1.5.2.1: Travel Montana provide information about technical and financial assistance available to touris and recreation businesses.	m O	Victor Bjornberg	0	1	L
1.5.2.1.1: Highlight assistance programs in Travel Montana e-newsletter, and at region/CVB/association meetings.	Tactic	Victor Bjornberg			~
1.5.2.1.2: Conduct tech & financial assistance learning events around the state thru meetings,	Tactic	Victor Bjornberg	0	0	Ť
conference calls and webinars  1.5.2.2: Conduct entrepreneurship training for tourism/recreation businesses and "Indian-preneurs."	0	Victor Bjornberg	Õ	<u>→</u>	t
1.5.2.2.1: Travel Montana conduct entrepreneurship training for tourism/recreation businesses and "Indian-preneurs."	ŏ	Victor Bjornberg	Ö	+	L
1.5.2.2.1.1: Encourage development of tourism training for business owners/managers through Indian-preneur/NxLevel courses, tourism marketing workshops, financial management and	Tactic	Victor Bjornberg	0	0	T
workforce issues classes, and others tailored to tourism industry issues and needs.  1.5.2.2.2: MTTA conduct entrepreneurship training for tourism/recreation businesses and "Indian-	0	no owner			×
preneurs."  1.5.2.2.2.1: Encourage development of tourism training for business owners/managers through	0	no owner		-	^
Indian-preneur/NxLevel courses, tourism marketing workshops, financial management and workforce issues classes, and others tailored to tourism industry issues and needs.	Tactic				~
1.5.2.2.3: SBDC conduct entrepreneurship training for tourism/recreation businesses and "Indian- preneurs."	0	Victor Bjornberg	0	1	L
1.5.2.2.3.1: Encourage development of tourism training for business owners/managers through		Victor Bjornberg		_	.   _

Objective, Strategy, or Tactic	Creation Status	Owner	Rev	iew S	Stati
6: Address tourism and recreation professional development, workforce availability, and affordable housing sues.	0	Victor Bjornberg	0	<b>†</b>	L
1.6.1: Enhance professional development opportunities and requirements for staff and board members of Montana tourism and recreation-related organizations.	Ō	Victor Bjornberg	Ö	<b>→</b>	L
1.6.1.1: Encourage all Montana CVBs to join either the Destination Marketing Association International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Barb Sanem	8	<b>→</b>	N
1.6.1.1.1: MTOT encourage all Montana CVBs to join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Barb Sanem	?	?	1
1.6.1.1.1.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Barb Sanem			•
1.6.1.1.2: Big Sky CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Marne Hayes	?	?	
1.6.1.1.2.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Marne Hayes	?	?	Ť
1.6.1.1.3: Billings CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Joan Kronebusch			,
1.6.1.1.3.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Joan Kronebusch			
1.6.1.1.4: Bozeman CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	•	Jim Robbins	?	?	Ī
1.6.1.1.4.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Jim Robbins	•	?	Ť
1.6.1.1.5: Butte CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Cindy Perdue Dolan	?	?	Ì
1.6.1.1.5.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Cindy Perdue Dolan	?	?	Ť
1.6.1.1.6: Flathead CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Diane Medler			
1.6.1.1.6.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Diane Medler	•	?	Ť
1.6.1.1.7: Great Falls CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	MIriam Martinson	?	?	Ì
1.6.1.1.7.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	MIriam Martinson	?	?	Ť
1.6.1.1.8: Helena CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Mike Mergenthaler	?	?	T
1.6.1.1.8.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Mike Mergenthaler	?	?	Ť
1.6.1.1.9: Miles City CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	John Laney	?	?	Ì
1.6.1.1.9.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	John Laney	?	?	Ì
1.6.1.1.10: Missoula CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Barbara Ann Neilan	?	?	Ì
1.6.1.1.10.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Barbara Ann Neilan	?	?	1
1.6.1.1.11: West Yellowstone CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Marysue Costello	?	?	Ì
<ol> <li>1.6.1.1.11.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.</li> </ol>	Tactic	Marysue Costello			
1.6.1.1.12: Whitefish CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Jan Metzmaker	•	<b>†</b>	٠
1.6.1.1.12.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Jan Metzmaker			
1.6.1.1.13: Havre CVB join either Destination Marketing Assoc. International (DMAI) or the Western	0	Debbie A Vandeberg			
Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.		Debbie A Vandeberg	?	?	Ī
	Tactic				
certification, CVB accreditation.  1.6.1.1.13.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB	Tactic	Victor Bjornberg	?	?	
certification, CVB accreditation.  1.6.1.1.13.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.  1.6.1.2: Sponsor training for staff and volunteer board members of tourism, recreation, historic and	Tactic	Victor Bjornberg  Nick Mann		?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Stati
recreation, historic and cultural organizations and agencies using information provided by DMAI,					
USSTA, ESTO, MNA, etc. 1.6.1.2.2.1: Schedule a training	Tactic	Racene Friede			-
1.6.1.2.3: Gold West Country sponsor training for staff and volunteer board members of tourism,	ractic	Sarah Bannon	?	?	7
recreation, historic and cultural organizations and agencies using information provided by DMAI,	0				
USSTA, ESTO, MNA, etc. 1.6.1.2.3.1: Schedule a training	Tactic	Sarah Bannon		?	+
1.6.1.2.4: Missouri River Country sponsor training for staff and volunteer board members of tourism,	Tactic	Carla Hunsley	_		+
recreation, historic and cultural organizations and agencies using information provided by DMAI,	0	Caria Fluisicy			1
USSTA, ESTO, MNA, etc.	-				
1.6.1.2.4.1: Schedule a training 1.6.1.2.5: Russell Country sponsor training for staff and volunteer board members of tourism,	Tactic	Carla Hunsley Gavle Fisher	?	?	-
recreation, historic and cultural organizations and agencies using information provided by DMAI,	0	Gayle Fisher			
USSTA, ESTO, MNA, etc.		0 1 5 1			Ľ
1.6.1.2.5.1: Schedule a training	Tactic	Gayle Fisher			•
1.6.1.2.6: Yellowstone Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI,	0	Robin Hoover			,
USSTA, ESTO, MNA, etc.	•				Ĺ
1.6.1.2.6.1: Schedule a training	Tactic	Robin Hoover	•	?	
1.6.1.3: Enhance higher education programs for tourism and recreation careers including continued	0	Victor Bjornberg			1
education for existing tourism and recreation professionals.  1.6.1.3.1: MT Board of Regents enhance higher education programs for tourism and recreation		Victor Bjornberg			+
careers including continued education for existing tourism and recreation professionals.	0	Tristor Bjornberg	l	L	-
1.6.1.3.1.1: Expand degree programs and continuing education in Montana universities and	Tactic	Victor Bjornberg		?	T
colleges for tourism and recreation, based on input from businesses and agencies.  1.6.1.3.1.2: Offer specialized workforce training through distance learning. Inform businesses about		Victor Bjornberg	_		+
workforce training funds and incentives that are available for new or expanding businesses, or for	Tactic	Victor bjornberg		?	
retraining dislocated workers.					1
1.6.1.3.1.3: Evaluate partnerships with organizations like the National Association of Interpretation and Professional Guide Institute to certify Montana interpreters, guides, and hosts.	Tactic	Victor Bjornberg		?	
1.6.1.3.2: MT Dept of Labor & Industry enhance higher education programs for tourism and recreation	0	Victor Bjornberg			,
careers including continued education for existing tourism and recreation professionals.					
1.6.1.3.2.1: Offer specialized workforce training through distance learning. Inform businesses about workforce training funds and incentives that are available for new or expanding businesses, or for	Tactic	Victor Bjornberg		?	
retraining dislocated workers.	740110		_		
1.6.1.3.2.2: Develop a list of internship and work study opportunities in the tourism and recreation	Tactic	Victor Bjornberg		?	
industry by 2009.  1.6.1.3.2.3: Promote continuing education and work experience programs to students, businesses,		Victor Bjornberg	_		+
and existing workers.	Tactic	Victor Bjornberg		?	
1.6.1.4: Enhance the Montana Superhost program with advanced training, locally customized information	0	Victor Bjornberg	0	t	
and new delivery methods.  1.6.1.4.1: Increase participation in Superhost trainings through increased marketing, promotion,		Victor Bjornberg	~	÷	Η.
outreach, and offering new curriculum	Tactic	Victor Bjornberg	O	0	1
1.6.1.4.2: Research and assess new delivery methods and advanced skills training, and determine	Tactic	Victor Bjornberg	C	С	)
feasibility and implement those that fit needs  1.6.1.4.4: Provide MT Tourism Industry with list of other customer service training resources for their		Victor Bjornberg	_	`	+
USE	Tactic	Victor Bjornberg			١
1.6.2: Improve systems to augment Montana's seasonal workforce for tourism and recreation.	0	Victor Bjornberg			1
1.6.2.1: Add a specific Tourism, Recreation, and Hospitality category to the MT Dept of Labor & Industry	0	Victor Bjornberg			1
(DLI) web site job search feature.  1.6.2.1.1: Make contact with DLI about adding the Tourism, Recreation, and Hospitality Category	_	Victor Bjornberg		?	+
1.6.2.2: Seek volunteers and volun-tourists to augment Montana's seasonal workfoce and help with local	Tactic	Corrie Hahn			+
recreation projects through volunteer opportunities web listings and other resources.	0	Come nami			-
1.6.2.2.1: Travel Montana seek volunteers and volun-tourists to augment Montana's seasonal	_	Corrie Hahn	?	?	
workfoce and help with local recreation projects through volunteer opportunities web listings and other resources.	0				
1.6.2.2.1.1: Partner with volunteer opportunity listing websites to list Montana volunteer		Corrie Hahn			Τ.
opportunities, provide links to the sites from state, regional and local tourism web sites, and list the	Tactic				7
sites in visitor guides.  1.6.2.2.1.2: If necessary, work with DLI to create a central Montana volunteer opportunities online		Corrie Hahn			١.
listing.	Tactic	Come mann			2
1.6.2.2.2: MTRI/NPS seek volunteers and volun-tourists to augment Montana's seasonal workforce	)	John Keck	?	?	
and help with local recreation projects through volunteer opportunities web listings and other resources.	0				
1.6.2.2.2.1: Partner with volunteer opportunity listing websites to list Montana volunteer		John Keck			Τ.
opportunities, provide links to the sites from state, regional and local tourism web sites, and list the	Tactic				1
sites in visitor guides.  1.6.2.2.3: MTRI/USFS seek volunteers and volun-tourists to augment Montana's seasonal workforce		Margaret Gorski	?	?	+
and help with local recreation projects through volunteer opportunities web listings and other	0				
resources.		Manager Count			4
1.6.2.2.3.1: Partner with volunteer opportunity listing websites to list Montana volunteer opportunities, provide links to the sites from state, regional and local tourism web sites, and list the	Tactic	Margaret Gorski	?	?	
sites in visitor guides.				Ŀ	
· · · · · · · · · · · · · · · · · · ·		Jennifer Lawson	?	?	
1.6.2.2.4: FWP seek volunteers and volun-tourists to augment Montana's seasonal workforce and help	'l O		l		
·	Tactic	Jennifer Lawson	_	?	+

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
sites in visitor guides.		Kirby Lambart	1_		Ļ
1.6.2.2.5: MHS seek volunteers and volun-tourists to augment Montana's seasonal workforce and help with local recreation projects through volunteer opportunities web listings and other resources.	0	Kirby Lambert	O	Ť	L
1.6.2.2.5.1: Partner with volunteer opportunity listing websites to list Montana volunteer opportunities, provide links to the sites from state, regional and local tourism web sites, and list the	Tactic	Kirby Lambert	0	0	
sites in visitor guides.  1.6.2.3: Provide tourism recognition awards for Montana civic groups, clubs and citizens who volunteer	0	John Keck	?	?	?
for projects on public lands and historic/cultural sites and facilities.		laha Kash			╄
1.6.2.3.1: MTRI reward MT individuals and groups who volunteer time to enhance MT's tourism products using the federal "Take Pride" award program as a prototype; incorporate awards into the Governor's Conference or TAC meetings, and promote winners statewide.	Tactic	John Keck			×
1.6.2.4: Adjust Montana school calendars to facilitate tourism and recreation industry seasonal workforce needs.	0	Barb Sanem			X
1.6.2.4.1: Work with the MT Board of Regents and Board of Education to adjust Montana's academic calendars so students can work a full tourism/fire season, and so more businesses can hire Montanans.	Tactic	Barb Sanem			×
1.6.3: Encourage use of local development incentives and federal funds for construction of affordable workforce housing.	0	Victor Bjornberg	0	1	L
1.6.3.1: MT Dept of Commerce encourage use of local development incentives and federal funds for	0	Victor Bjornberg	0	t	L
construction of affordable workforce housing.  1.6.3.1.1: Promote development incentives through local realtors, developers, contractors, and	Tactic	Victor Bjornberg	Ĭ	•	_
city/county planning offices.  1.6.3.1.2: Increase the number of affordable housing units annually in targeted areas.	Tactic	Victor Bjornberg			-
7: Improve Montana's transportation system for both residents and visitors.	ractic	Sheila Ludlow	0	1	ť
1.7.1: Increase air service capacity to and from Montana cities.	ŏ	Sheila Ludlow	?	?	?
1.7.1.1: Big Sky CVB increase air service capacity to and from Montana cities.	$\times$	Marne Hayes	?	?	?
1.7.1.1.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with		Marne Hayes	-		+-
airlines about frequency, flight schedules, and year-round service.  1.7.1.1.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic Tactic	Marne Hayes	?	?	-
secure additional airline service.  1.7.1.1.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and	Tactic	Marne Hayes	?	?	-
create new public use recreational airstrips.  1.7.1.2: Billings CVB increase air service capacity to and from Montana cities.		Joan Kronebusch	?	?	?
1.7.1.2.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with	0	Joan Kronebusch	_		+ ·
airlines about frequency, flight schedules, and year-round service.  1.7.1.2.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic		O	?	
secure additional airline service.	Tactic	Joan Kronebusch	0	?	
1.7.1.2.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Joan Kronebusch			X
1.7.1.3: Bozeman CVB increase air service capacity to and from Montana cities.	0	Jim Robbins	?	?	?
1.7.1.3.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Jim Robbins	0	?	
1.7.1.3.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Jim Robbins	0	?	1
1.7.1.3.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and	Tactic	Jim Robbins			>
create new public use recreational airstrips.  1.7.1.4: Butte CVB increase air service capacity to and from Montana cities.	0	Cindy Perdue Dolan	?	?	?
1.7.1.4.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Cindy Perdue Dolan	?	?	
1.7.1.4.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	Cindy Perdue Dolan	$\overline{}$	?	╁
secure additional airline service.  1.7.1.4.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and		Cindy Perdue Dolan	Ŷ		╁
create new public use recreational airstrips.	Tactic		?	?	
1.7.1.5: Flathead CVB increase air service capacity to and from Montana cities.	0	Diane Medler	?	?	?
1.7.1.5.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Diane Medler			•
1.7.1.5.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Diane Medler			*
1.7.1.5.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Diane Medler			>
1.7.1.6: Great Falls CVB increase air service capacity to and from Montana cities.	0	MIriam Martinson	?	?	?
1.7.1.6.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with	Tactic	MIriam Martinson	?	?	1
airlines about frequency, flight schedules, and year-round service.  1.7.1.6.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	MIriam Martinson	?	?	+
secure additional airline service.  1.7.1.6.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and	Tactic	MIriam Martinson	?	?	+
create new public use recreational airstrips.  1.7.1.7: Helena CVB increase air service capacity to and from Montana cities.	. 4010	Mike Mergenthaler	?	?	?
1.7.1.7. Helefa CVB increase all service capacity to and from Montana cities.  1.7.1.7.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with		Mike Mergenthaler	-		ť
airlines about frequency, flight schedules, and year-round service.	Tactic		?	?	
1.7.1.7.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Mike Mergenthaler	?	?	
1.7.1.7.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and	Tactic	Mike Mergenthaler	?	?	
create new public use recreational airstrips.	<u> </u>	<u> </u>			

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.7.1.8.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with	Tactic	John Laney	?	?	
airlines about frequency, flight schedules, and year-round service.  1.7.1.8.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	John Laney	?	?	-
secure additional airline service.  1.7.1.8.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and	Tactic	John Laney	?	?	
create new public use recreational airstrips.  1.7.1.9: Missoula CVB increase air service capacity to and from Montana cities.	0	Barbara Ann Neilan	?	?	?
1.7.1.9.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with	Tactic	Barbara Ann Neilan	?	?	
airlines about frequency, flight schedules, and year-round service.  1.7.1.9.2: Partner with cities, counties, local task forces, and economic development organizations to		Barbara Ann Neilan	1		-
secure additional airline service.	Tactic		?	?	
1.7.1.9.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Barbara Ann Neilan	?	?	
1.7.1.10: West Yellowstone CVB increase air service capacity to and from Montana cities.	0	Marysue Costello	?	?	?
1.7.1.10.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Marysue Costello			~
1.7.1.10.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Marysue Costello			~
1.7.1.10.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Marysue Costello			~
1.7.1.11: Whitefish CVB increase air service capacity to and from Montana cities.	0	Jan Metzmaker	0	+	М
1.7.1.11.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Jan Metzmaker			~
1.7.1.11.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	Jan Metzmaker	0	?	$t^-$
secure additional airline service.  1.7.1.11.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and	Tactic	Jan Metzmaker	_	-	×
create new public use recreational airstrips.  1.7.1.12: MDT increase air service capacity to and from Montana cities.	7 doile	Sheila Ludlow	?	?	?
1.7.1.12.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with	Torri	Sheila Ludlow	_		·
airlines about frequency, flight schedules, and year-round service.	Tactic	Chaila Ludlau	0	?	<u> </u>
<ul><li>1.7.1.12.2: Identify airport improvements and aviation strategies that will support or enhance tourism.</li><li>1.7.1.12.3: Partner with cities, counties, local task forces, and economic development organizations to</li></ul>	Tactic	Sheila Ludlow Sheila Ludlow	Ö	?	-
secure additional airline service.	Tactic		O	?	
1.7.1.12.4: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Sheila Ludlow	0	?	
1.7.1.13: Havre CVB increase air service capacity to and from Montana cities.	Ø	Debbie A Vandeberg	?	?	?
1.7.1.13.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Debbie A Vandeberg	?	?	
1.7.1.13.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Debbie A Vandeberg	?	?	
1.7.1.13.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Debbie A Vandeberg	?	?	
1.7.2: Continue to implement Montana's rest area strategy.	0	Sheila Ludlow	0	t	L
1.7.2.1: MDT continue to implement Montana's rest area strategy.	0	Sheila Ludlow	0	1	L
1.7.2.1.1: Complete new rest area projects with design improvements and visitor services, including visitor information and electronic technology to meet needs of tech savvy travelers (wi-fi, etc.).	Tactic	Sheila Ludlow	0	?	
1.7.2.1.2: Address seasonality and extend hours of operation at key rest areas needed to serve tourists.	Tactic	Sheila Ludlow	0	?	
1.7.2.1.3: Develop partnerships with private/nonprofit organizations to assist with funding, seasonal maintenance and staffing needs.	Tactic	Sheila Ludlow		?	
1.7.2.2: ITRR survey resident and visitor satisfaction with Montana's rest areas and provide feedback to MDT.	0	Christine Oschell	?	?	?
1.7.2.2.1: Include rest area customer satisfaction rating in surveys of MT's visitors and residents	Tactic	Christine Oschell	0	?	
1.7.3: Improve and maintain Montana roads and bridges.	0	Sheila Ludlow	0	?	?
1.7.3.1: Annually seek funding through federal transportation re-authorization bills to maintain and improve Montana roads and bridges.	Tactic	Sheila Ludlow	0	?	
1.7.3.2: Participate in the Western States Tourism Policy Council discussions about transportation issues.	Tactic	Sheila Ludlow	?	?	
1.7.4: Increase use of passenger rail and transit service in Montana.	Q	Sheila Ludlow	O	Ť	?
1.7.4.1: Promote Amtrak's Empire Builder service in Montana.      1.7.4.1.1: Custer Country promote Amtrak's Empire Builder service in Montana.	Q	Sheila Ludlow Nick Mann	?	?	?
1.7.4.1.1.1 Custer Country promote Amirak's Empire Builder service in Montana.  1.7.4.1.1.1 Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak	0	Nick Mann	-		<u> </u>
service on state/regional/local tourism web sites and publications.  1.7.4.1.1.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to	Tactic	Nick Mann	?	?	
promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic		?	?	
1.7.4.1.3: Seek and support federal funding for Amtrak	Tactic	Nick Mann	2	2	X
1.7.4.1.2: Glacier Country promote Amtrak's Empire Builder service in Montana.  1.7.4.1.2.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak	O	Racene Friede Racene Friede	?	?	?
service on state/regional/local tourism web sites and publications.	Tactic			<u> </u>	✓
1.7.4.1.2.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Racene Friede	0	?	
1.7.4.1.2.3: Seek and support federal funding for Amtrak	Tactic	Racene Friede	0	?	
1.7.4.1.3: Gold West Country promote Amtrak's Empire Builder service in Montana.	0	Sarah Bannon		<u> </u>	$\cdot$

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Stati
1.7.4.1.3.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	Tactic	Sarah Bannon	•	?	Γ
1.7.4.1.3.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Sarah Bannon	•	?	+
1.7.4.1.3.3: Seek and support federal funding for Amtrak	Tactic	Sarah Bannon		?	+
1.7.4.1.4: Missouri River Country promote Amtrak's Empire Builder service in Montana.	0	Carla Hunsley	×	1	N
1.7.4.1.4.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	Tactic	Carla Hunsley	?	?	Ť
1.7.4.1.4.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc. (Trails to Rails) in MRC	Tactic	Carla Hunsley	0	8	,
1.7.4.1.4.3: Seek and support federal funding for Amtrak	Tactic	Carla Hunsley	?	?	$\dagger$
1.7.4.1.5: Russell Country promote Amtrak's Empire Builder service in Montana.	0	Gayle Fisher			,
1.7.4.1.5.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	Tactic	Gayle Fisher			•
1.7.4.1.5.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Gayle Fisher			
1.7.4.1.5.3: Seek and support federal funding for Amtrak	Tactic	Gayle Fisher			
1.7.4.1.6: Yellowstone Country promote Amtrak's Empire Builder service in Montana.	0	Robin Hoover			,
1.7.4.1.6.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak	Tactic	Robin Hoover		?	T
service on state/regional/local tourism web sites and publications.  1.7.4.1.6.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to	Tactic	Robin Hoover		?	+
promote the use of rail service through packaging, rail-drive-bus tours, etc.  1.7.4.1.6.3: Seek and support federal funding for Amtrak		Robin Hoover		?	+
1.7.4.1.7: MDT promote Amtrak's Empire Builder service in Montana.	Tactic	Sheila Ludlow	Ŏ		+
1.7.4.1.7.1 Build relationships and coordination efforts with Amtrak, and advocate to state/federal	0	Sheila Ludlow	?	?	+
agencies and elected officials for support of Amtrak service.	Tactic	Officia Eddiow	O	?	
1.7.4.1.7.2: Seek and support federal funding for Amtrak	Tactic	Sheila Ludlow	0	?	1
1.7.4.1.7.3: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Sheila Ludlow		?	
1.7.4.2: Promote excursion rail service in Montana.	0	Sheila Ludlow	?	?	Ť
1.7.4.2.1: Promote excursion rail service in Montana.	0	Sheila Ludlow	?	?	Ī
1.7.4.2.1.1: Support Montana's excursion trains (Copper King Express, Anaconda-Butte; Charlie Russell Chew Choo, Lewistown-Denton; Alder Gulch Short Line Railroad, Virginia City-Nevada City	Tactic	Sheila Ludlow	•	?	
1.7.4.2.2: Chambers of Commerce promote excursion rail service in Montana.	0	Victor Bjornberg	?	?	Ť
1.7.4.2.2.1: Support Montana's excursion trains (Copper King Express, Anaconda-Butte; Charlie Russell Chew Choo, Lewistown-Denton; Alder Gulch Short Line Railroad, Virginia City-Nevada City and encourage the development of others.	) Tactic	Victor Bjornberg			,
1.7.4.2.2.2: Participate in MDT's update process for corridor plans and the Montana Rail Service Plan, to review passenger rail issues, potential additional service opportunities, and the feasibility or restoring passenger service to MT's Southern Route.	Tactic	Victor Bjornberg	•	?	Ť
1.7.4.3: Encourage and expand intercity transit service, and service to high traffic visitor locations.	0	Sheila Ludlow	?	?	t
1.7.4.3.1: MDT encourage and expand intercity transit service, and service to high traffic visitor	ŏ	Sheila Ludlow	?	?	t
locations.  1.7.4.3.1.1: Explore additional opportunities to utilize federal transportation funds and public-private	_	Sheila Ludlow	_	2	+
partnerships to expand transit service.	Tactic	Vista Bis ask sus	O	?	4
1.7.4.3.2: Chambers of Commerce encourage and expand intercity transit service, and service to high traffic visitor locations.	0	Victor Bjornberg			
1.7.4.3.2.1: Explore additional opportunities to utilize federal transportation funds and public-private partnerships to expand transit service.	Tactic	Victor Bjornberg		?	
1.7.5: Expand bike/pedestrian trail systems in and between Montana communities, and connections to trailheads on state/federal lands.	0	Sheila Ludlow	?	?	
1.7.5.1: Encourage and explore expanding bike/pedestrian trail systems in and between Montana communities, and connections to trailheads on state/federal lands.	0	Sheila Ludlow	?	?	T
1.7.5.1.1: Form partnerships among local govts, agencies, tribes, landowners, user groups, tourism businesses, and others to plan, seek funding, and managing MT's trail system, use State Trails Advisory Committee (STAC) to facilitate partner communication & action.	Tactic	Sheila Ludlow	?	?	1
1.7.5.1.2: Integrate MT's trail system with the state's primary transportation network and, where appropriate, provide alternatives to vehicular transportation, according to guidelines in the Montana State Trails Plan, TranPlan 21, and local transportation plans.	Tactic	Sheila Ludlow	?	?	Ī
1.7.5.1.3: Improve bike and pedestrian facilities in urban and rural areas, and combine improvements with byway activities for partnerships and federal funding.	Tactic	Sheila Ludlow	0	?	t
1.7.5.2: Bicycling Organizations expand bike/pedestrian trail systems in and between Montana	0	Victor Bjornberg	<u> </u>		1
communities, and connections to trailheads on state/federal lands.  1.7.5.2.1: Form partnerships among local govts, agencies, tribes, landowners, user groups, tourism	<u> </u>	Victor Bjornberg			Ŧ
businesses, and others to plan, seek funding, and managing MT's trail system, use State Trails Advisory Committee (STAC) to facilitate partner communication & action.  1.7.5.2.2: Integrate MT's trail system with the state's primary transportation network and, where	Tactic	Victor Bjornberg		?	1
appropriate, provide alternatives to vehicular transportation, according to guidelines in the Montana State Trails Plan, TranPlan 21, and local transportation plans.	Tactic	, ,	•	?	
1.7.5.2.3: Improve bike and pedestrian facilities in urban and rural areas, and combine improvements with byway activities for partnerships and federal funding.	Tactic	Victor Bjornberg	•	?	
1.7.6: Develop a user-friendly handbook to provide information about the highway signing process to businesses, attractions, and other tourism-related groups, including use of international symbols (symbol signs).	0	Sheila Ludlow			•
		•			_

signing process to businesses, attractions, and other tourism-related groups, including use of international symbols (symbol agent).  1.7.6.1.1.1 Invite tourism businesses, historicoultural groups, and stateforderial agencies to participate in the conflection of a use-indenty highway signip process handhout.  1.7.6.1.1.1 Invite tourism businesses, bistoricoultural groups, and stateforderial agencies to participate for the process of the	Revie	Revi	ew	St
1.76.1.1. Invite tourism businesses, historicicultural groups, and statefolderal agencies to participate in the completion of a user friendly highway sign process handbook.  1.76.1.2. Complete a draft handbook and distribute electronically for stakeholder/Travel Montana review.  1.76.1.3. Complete the final sign handbook and distribute statewide  1.76.1.3. Complete the final sign handbook and distribute statewide  1.76.1.3. Complete the final sign handbook and distribute statewide  1.76.1.3. Complete the final sign handbook and distribute statewide  1.76.1.3. Complete a process and the fourth related groups, involving use of international symbols (symbols agent).  1.76.1.3. Complete a final relatement of the fourth related groups, involving use of international symbols (symbols agent).  1.76.1.3. Complete a final relatembook and distribute groups, and stateforderal agencies to participate in the completion of a user-friendly highway sign process handbook.  1.76.1.3. Complete the final sign handbook and distribute electronically for stakeholder/Travel Montana review.  1.76.1.3. Complete the final sign handbook and distribute electronically for stakeholder/Travel Montana review.  1.76.1.3. Complete the final sign handbook and distribute electronically for stakeholder/Travel Montana review.  1.76.1.3. Complete the final sign handbook and distribute electronically for stakeholder/Travel Montana review.  1.76.1.3. Complete the final sign handbook and distribute electronically for stakeholder/Travel Montana review.  1.76.1.3. Complete the final sign handbook and distribute electronically for stakeholder/Travel Montana review.  1.76.1.3. Complete the final sign handbook and distribute electronically for stakeholder/Travel Montana review.  1.76.1.3. Complete the final sign handbook and distribute electronically for stakeholder/Travel Montana review.  1.76.1.3. Complete the final sign handbook and distribute electronically for stakeholder/Travel Montana review.  1.76.1.3. Complete the final sign handbook and distribute				
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cost and process to identify ways to expand use of both sign opportunities.  1.8.2.2.2.2: Encourage local and state officials to mitigate negative impacts of billboards, while still  Tootic	$\vdash$	+	—	4

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Sta
1.8.2.2.2.3: Educate businesses about effective use of colors, graphics, text, and appropriate night		Victor Bjornberg			
lighting, and to consider alternatives to billboards where possible.  1.8.2.3: Improve availability and visibility of public parking for visitors in downtown commercial areas.	_	Victor Bjornberg			1
1.8.2.3.1: Chambers of Commerce improve availability and visibility of public parking for visitors in	0	Victor Bjornberg			-
downtown commercial areas.	0	Victor bjornberg			-
1.8.2.3.1.1: Designate and sign downtown visitor parking areas.	Tactic	Victor Bjornberg			7
1.8.2.4: Encourage communities to seek grants for rural cell phone coverage and high-speed Internet	0	Victor Bjornberg			7
service improvements, and evaluate incentives for providers.  1.8.2.4.2: Chambers of Commerce encourage communities to seek grants for rural cell phone	_	Victor Bjornberg			
coverage and high-speed Internet service improvements, and evaluate incentives for providers.	0	vicioi Bjemberg			
1.8.2.4.2.1: Collaborate with telecommunication stakeholders and legislators to explore enhanced incentives for rural communities to provide complete cell phone coverage and high-speed service	Tactic	Victor Bjornberg			
for visitors and residents.	Tactic				
1.8.2.5: Evaluate state participation in the "RV Friendly" designation program for businesses, attractions	0	Sheila Ludlow	0	?	Ť
and VICs.  1.8.2.5.1: Evaluate state participation in the "RV Friendly" designation program for businesses,		Sheila Ludlow	?	?	+
attractions, and VICs.	0	Official Edulow		•	
1.8.2.5.1.1: Work with Travel Montana to research the RV Friendly initiative	Tactic	Sheila Ludlow			Ī
1.8.2.5.1.2: Seek legislative approval, if appropriate, of the RV Friendly sign designation in the 201	1 Tactic	Sheila Ludlow	?	?	Ī
legislative session.  1.8.2.5.2: Travel Montana evaluate state participation in the "RV Friendly" designation program for	_	Pamela Portner Gosink			+
businesses, attractions, and VICs.	0	r arrora r oranor oconin			
1.8.2.5.2.1: Work with MDT to research the RV Friendly initiative	Tactic	Pamela Portner Gosink			
1.8.2.5.2.2: Work with MDT to Seek legislative approval, if appropriate, of the RV Friendly sign designation in the 2009 or 2011 legislative session.	Tactic	Pamela Portner Gosink			ĺ
9: Increase funding to maintain sustainable tourism and recreation.	0	Victor Bjornberg	00	4	-
1.9.1: Seek increases in state funding sources for targeted tourism marketing, and for tourism and	_	Victor Bjornberg	8	_	†
recreation-related programs and facilities.	0		8	1	_
1.9.1.1: Enact changes in state funding during legislative session to support increased tourism marketing and development.	Tactic	Victor Bjornberg	0	0	j
1.9.2: Foster opportunities to pool public and private marketing dollars.	0	Pamela Portner Gosink	$\infty$	1	†
1.9.2.1: Travel Montana foster opportunities to pool public and private marketing dollars.	ŏ	Pamela Portner Gosink	š	1	1
1.9.2.1.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	Tactic	Pamela Portner Gosink	ć	?	†
attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic		)	′	4
1.9.2.1.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Pamela Portner Gosink			
1.9.2.2: Custer Country foster opportunities to pool public and private marketing dollars.	0	Nick Mann	?	?	1
1.9.2.2.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	Tactic	Nick Mann			1
attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	ractic	Nial Mana			4
1.9.2.2.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Nick Mann			
1.9.2.3: Glacier Country foster opportunities to pool public and private marketing dollars.	0	Racene Friede	?	?	1
1.9.2.3.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	Tactic	Racene Friede	0	?	1
attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.3.2: Clearly define marketing strategies, funding needed annually, and methods for measuring		Racene Friede	)	L.	4
ROI.	Tactic	Racerie Friede			
1.9.2.4: Gold West Country foster opportunities to pool public and private marketing dollars.	0	Sarah Bannon	?	?	
1.9.2.4.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	Tactic	Sarah Bannon	0	?	Ī
attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.4.2: Clearly define marketing strategies, funding needed annually, and methods for measuring		Sarah Bannon		L.	4
ROI.	Tactic	Garan Bannon	O	?	
1.9.2.5: Missouri River Country foster opportunities to pool public and private marketing dollars.	0	Carla Hunsley	?	?	]
1.9.2.5.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	Tactic	Carla Hunsley			1
attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.5.2: Clearly define marketing strategies, funding needed annually, and methods for measuring	T	Carla Hunsley	<del>                                     </del>	_	+
ROI.	Tactic	-	?	?	
1.9.2.6: Russell Country foster opportunities to pool public and private marketing dollars.	0	Gayle Fisher			
1.9.2.6.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Gayle Fisher			
1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring	T 1'-	Gayle Fisher			+
ROI.	Tactic	•			
1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars.	0	Robin Hoover	?	?	
1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Robin Hoover	0	?	
1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring	Totte	Robin Hoover	0	^	1
=	Tactic		V	?	_
ROI.		Marne Hayes	?	?	
ROI.  1.9.2.8: Big Sky CVB foster opportunities to pool public and private marketing dollars.	)	Marne Hayes	?	?	
ROI.  1.9.2.8: Big Sky CVB foster opportunities to pool public and private marketing dollars.  1.9.2.8.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	Tactic	Marrie Flayes	1 -	l	
ROI.  1.9.2.8: Big Sky CVB foster opportunities to pool public and private marketing dollars.		Marne Hayes		2	+
ROI.  1.9.2.8: Big Sky CVB foster opportunities to pool public and private marketing dollars.  1.9.2.8.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.8.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic Tactic	Marne Hayes	?	?	1
ROI.  1.9.2.8: Big Sky CVB foster opportunities to pool public and private marketing dollars.  1.9.2.8.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.8.2: Clearly define marketing strategies, funding needed annually, and methods for measuring		·		?	1

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
1.9.2.9.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Joan Kronebusch	$\otimes$	?	
1.9.2.10: Bozeman CVB foster opportunities to pool public and private marketing dollars.	0	Jim Robbins	?	?	?
1.9.2.10.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Jim Robbins	0	?	
1.9.2.10.2: Clearly define marketing strategies, funding needed annually, and methods for measuring	Tactic	Jim Robbins	0	?	T
ROI.  1.9.2.11: Butte CVB foster opportunities to pool public and private marketing dollars.	0	Cindy Perdue Dolan	?	?	?
1.9.2.11.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	Tactic	Cindy Perdue Dolan	?	?	t
attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.11.2: Clearly define marketing strategies, funding needed annually, and methods for measuring		Cindy Perdue Dolan			$\vdash$
ROI.  1.9.2.12: Flathead CVB foster opportunities to pool public and private marketing dollars.	Tactic	,	?	?	L
1.9.2.12. Platnead CVB roster opportunities to pool public and private marketing dollars.  1.9.2.12.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	0	Diane Medler Diane Medler			~
attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic				~
1.9.2.12.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Diane Medler			~
1.9.2.13: Great Falls CVB foster opportunities to pool public and private marketing dollars.	0	MIriam Martinson	?	?	?
1.9.2.13.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	MIriam Martinson	?	?	
1.9.2.13.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	MIriam Martinson	?	?	
1.9.2.14: Helena CVB foster opportunities to pool public and private marketing dollars.	0	Mike Mergenthaler	?	?	?
1.9.2.14.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	Tactic	Mike Mergenthaler	?	?	T
attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.14.2: Clearly define marketing strategies, funding needed annually, and methods for measuring	Tactic	Mike Mergenthaler	?	?	+
ROI.  1.9.2.15: Miles City CVB foster opportunities to pool public and private marketing dollars.		John Laney	?	?	?
1.9.2.15.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	O	John Laney			÷
attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	,	?	?	_
1.9.2.15.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	John Laney	?	?	
1.9.2.16: Missoula CVB foster opportunities to pool public and private marketing dollars.	0	Barbara Ann Neilan	?	?	?
1.9.2.16.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Barbara Ann Neilan	?	?	
1.9.2.16.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Barbara Ann Neilan	?	?	
1.9.2.17: West Yellowstone CVB foster opportunities to pool public and private marketing dollars.	0	Marysue Costello	?	?	?
1.9.2.17.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	Tactic	Marysue Costello			,
attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.17.2: Clearly define marketing strategies, funding needed annually, and methods for measuring	Tactic	Marysue Costello			Ť
ROI.  1.9.2.18: Whitefish CVB foster opportunities to pool public and private marketing dollars.	74010	Jan Metzmaker	4	1	Ť
1.9.2.18.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	Tactic	Jan Metzmaker	~	•	₽
attractions to pool marketing dollars and leverage lodging tax funds for higher impact.  1.9.2.18.2: Clearly define marketing strategies, funding needed annually, and methods for measuring	Tactic	Jan Metzmaker	0	?	-
ROI.	Tactic		O	?	
1.9.2.19: Havre CVB foster opportunities to pool public and private marketing dollars.	Ø	Debbie A Vandeberg	?	?	?
1.9.2.19.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Debbie A Vandeberg	?	?	
1.9.2.19.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Debbie A Vandeberg	?	?	
1.9.3: Enhance funding for region and CVB marketing efforts.	0	Victor Bjornberg	0	1	L
1.9.3.1: Custer Country enhance funding for region marketing efforts.	0	Nick Mann	?	?	?
1.9.3.1.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Nick Mann			~
1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Nick Mann			~
1.9.3.2: Glacier Country enhance funding for region marketing efforts.	0	Racene Friede	?	?	?
1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Racene Friede			×
1.9.3.2.2: Jointly seek grants with economic development and/or nonprofit organizations for	Tactic	Racene Friede		?	H
cooperative projects.  1.9.3.3: Gold West Country enhance funding for region marketing efforts.	O	Sarah Bannon	?	?	?
1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	Sarah Bannon		?	t
organizations to address regional and local issues related to tourism and recreation.  1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for		Sarah Bannon	9	,	+
cooperative projects.	Tactic		1		*
1.9.3.4: Missouri River Country enhance funding for region marketing efforts.	0	Carla Hunsley	?	?	?
1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Carla Hunsley	?	?	
1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for		Carla Hunsley			

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.9.3.5: Russell Country enhance funding for region marketing efforts.	O	Gayle Fisher			/
1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Gayle Fisher			1
1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for	Tactic	Gayle Fisher			
cooperative projects.  1.9.3.6: Yellowstone Country enhance funding for region marketing efforts.		Robin Hoover	?	?	?
1.9.3.6.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Taatia	Robin Hoover	_		÷
organizations to address regional and local issues related to tourism and recreation.  1.9.3.6.2: Jointly seek grants with economic development and/or nonprofit organizations for	Tactic	Robin Hoover	0	?	1
cooperative projects.	Tactic		O	?	
1.9.3.7: Big Sky CVB enhance funding for CVB marketing efforts.	O	Marne Hayes	?	?	?
1.9.3.7.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Marne Hayes	?	?	
1.9.3.7.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Marne Hayes	?	?	
1.9.3.7.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Marne Hayes	?	?	
1.9.3.8: Billings CVB enhance funding for CVB marketing efforts.	0	Joan Kronebusch	?	?	?
1.9.3.8.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	Joan Kronebusch	0	?	
organizations to address regional and local issues related to tourism and recreation.  1.9.3.8.2: Jointly seek grants with economic development and/or nonprofit organizations for	-	Joan Kronebusch	_		-
cooperative projects.	Tactic			?	
1.9.3.8.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Joan Kronebusch	0	?	
1.9.3.9: Bozeman CVB enhance funding for CVB marketing efforts.	0	Jim Robbins	?	?	?
1.9.3.9.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Jim Robbins	$\otimes$	?	
1.9.3.9.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Jim Robbins	•	?	T
1.9.3.9.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option	Tactic	Jim Robbins	Ø	?	1
to enhance operations and marketing budgets.  1.9.3.10: Butte CVB enhance funding for CVB marketing efforts.	0	Cindy Perdue Dolan	?	?	?
1.9.3.10.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	Cindy Perdue Dolan	?	?	1
organizations to address regional and local issues related to tourism and recreation.  1.9.3.10.2: Jointly seek grants with economic development and/or nonprofit organizations for		Cindy Perdue Dolan	-		-
cooperative projects.	Tactic	,	?	?	<u> </u>
1.9.3.10.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Cindy Perdue Dolan	$\otimes$	?	
1.9.3.11: Flathead CVB enhance funding for CVB marketing efforts.	0	Diane Medler			<b>✓</b>
1.9.3.11.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Diane Medler			~
1.9.3.11.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Diane Medler			<b>✓</b>
1.9.3.11.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option	Tactic	Diane Medler			/
to enhance operations and marketing budgets.  1.9.3.12: Great Falls CVB enhance funding for CVB marketing efforts.	0	MIriam Martinson	?	?	?
1.9.3.12.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	MIriam Martinson	?	?	1
organizations to address regional and local issues related to tourism and recreation.  1.9.3.12.2: Jointly seek grants with economic development and/or nonprofit organizations for	Tactic	MIriam Martinson	?	?	-
cooperative projects.  1.9.3.12.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option	1	MIriam Martinson	-		-
to enhance operations and marketing budgets.	Tactic		0	?	
1.9.3.13: Helena CVB enhance funding for CVB marketing efforts.	0	Mike Mergenthaler	?	?	?
1.9.3.13.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Mike Mergenthaler	?	?	
1.9.3.13.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Mike Mergenthaler	?	?	
1.9.3.13.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Mike Mergenthaler	?	?	1
1.9.3.14: Miles City CVB enhance funding for CVB marketing efforts.	0	John Laney	?	?	?
1.9.3.14.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	John Laney	?	?	
1.9.3.14.2: Jointly seek grants with economic development and/or nonprofit organizations for	Tactic	John Laney	?	?	1
cooperative projects.  1.9.3.14.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option	Tactic	John Laney	?	?	T
to enhance operations and marketing budgets.  1.9.3.15: Missoula CVB enhance funding for CVB marketing efforts.		Barbara Ann Neilan	?	?	?
1.9.3.15.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	Barbara Ann Neilan	?	?	†
organizations to address regional and local issues related to tourism and recreation.  1.9.3.15.2: Jointly seek grants with economic development and/or nonprofit organizations for		Barbara Ann Neilan	-		$\vdash$
cooperative projects.	Tactic		?	?	<u> </u>
1.9.3.15.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option	Tactic	Barbara Ann Neilan	?	?	
to enhance operations and marketing budgets.	ractic				

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	iew S	Stat
1.9.3.16.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	Marysue Costello			
organizations to address regional and local issues related to tourism and recreation.  1.9.3.16.2: Jointly seek grants with economic development and/or nonprofit organizations for	Tactic	Marysue Costello			1
cooperative projects.  1.9.3.16.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option	Tactic	Marysue Costello			Ť
to enhance operations and marketing budgets.	Taciic	lan Matanalian	ļ	_	•
1.9.3.17: Whitefish CVB enhance funding for CVB marketing efforts.      1.9.3.17.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	0	Jan Metzmaker Jan Metzmaker	?	?	+
organizations to address regional and local issues related to tourism and recreation.	Tactic	Jan Metzmaker	0	?	
1.9.3.17.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Jan Metzmaker			,
1.9.3.17.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Jan Metzmaker			
1.9.3.18: Havre CVB enhance funding for CVB marketing efforts.	0	Debbie A Vandeberg	?	?	Ť
1.9.3.18.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	Debbie A Vandeberg	?	?	1
organizations to address regional and local issues related to tourism and recreation.  1.9.3.18.2: Jointly seek grants with economic development and/or nonprofit organizations for	Tactic	Debbie A Vandeberg	?	?	†
cooperative projects. 1.9.3.18.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option	Tactic	Debbie A Vandeberg	?	?	+
to enhance operations and marketing budgets.  1.9.4: Provide technical assistance and resources to bolster the capacity of local arts and historical	_	Kirby Lambert	_		4
organizations and facilities, to help them increase funding for programming, maintenance, and operations.	0	Kilby Lambert	$\otimes$	1	٠
1.9.4.1: MHS provide technical assistance and resources to bolster the capacity of local arts and historical organizations and facilities, to help them increase funding for programming, maintenance, and	0	Kirby Lambert	0	<b>→</b>	٠
operations.  1.9.4.1.1: KB-Offer training and technical assistance for local attractions (museums, theaters, parks,	T	Kirby Lambert	_	_	
etc.) about revenue opportunities/partnerships to support their programs, maintenance, operations.  1.9.4.1.5: Dave Walter Research Fellowship This fellowship is awarded yearly to a resident of Montana	Tactic	Kirby Lambert	O	O	_
conducting local history research in its broadest sense. The award helpsMontanans conduct research on their towns, counties, etc., at the MHS.	Tactic	Kilby Lambert	0	0	)
1.9.4.1.7: Centennial Farm & Ranch Program to identify and honor the families that have passed a farm or ranch to family members for 100 or more years	Tactic	Kirby Lambert	0	0	)
1.9.4.1.8: MPMA Museum Conf. @ the Red Lion Colonial Inn, Helena, MT.	Tactic	Kirby Lambert	0		1
1.9.4.2: MAC provide technical assistance and resources to bolster the capacity of local arts and historical organizations and facilities, to help them increase funding for programming, maintenance, and	0	Victor Bjornberg	0	1	٠
operations.  1.9.4.2.1: Offer training and technical assistance for local attractions (museums, theaters, parks, etc.)		Victor Bjornberg			+
about potential revenue opportunities and partnerships to support their programs, maintenance and operations.	Tactic		O	O	,
1.9.4.2.2: LINC Cohort Development: establish folk & traditional arts market ready development workshop groups around the state.	Tactic	Victor Bjornberg	0	0	)
1.9.4.2.3: Increase capacity and funding for historic and cultural organizations/attractions, while improving visitor experiences.	Tactic	Victor Bjornberg	0	0	)
1.9.4.2.4: Sponsor Creative Capital Workshops	Tactic	Victor Bjornberg			
1.9.4.2.5: Prepare Made in Montana folks and traditional artists for Kentucky Marketplace showing	Tactic	Victor Bjornberg			
1.9.4.2.6: Two Day Marketing & Legal Issue workshop at MIBA Conference, April 2009, in Missoula; organize artists showcase at conference	Tactic	Victor Bjornberg			
1.9.4.2.7: Provide Professional and business development workshops for Artists	Tactic	Victor Bjornberg			7
10: Build an effective "team" to implement the Strategic Plan, and report results.	0	Victor Bjornberg	0	1	,
1.10.1: Recognize Travel Montana as the "Team Captain" to communicate regularly with partners, and	ŏ	Victor Bjornberg	8	1	
coordinate successful implementation of the actions in the Strategic Plan.  1.10.1.1: Strategic Plan coordination, monitoring, and communication with regions, CVBs, the TAC, other	_	Victor Bjornberg	-	Ĺ	-
state/federal agencies, tribes, elected officials, nonprofit organizations, businesses, and communities about Strategic Plan implementation status.	Tactic		⊗	⊗	
1.10.1.2: Travel Montana and other partners to reach out to all areas of the state and engage them in the process, so they can benefit from it.	Tactic	Victor Bjornberg	0	0	)
1.10.1.3: Partners need to communicate with Travel Montana and report on implementation efforts within their area of responsibility.	Tactic	Victor Bjornberg	$\otimes$	8	)
1.10.1.4: Provide an annual report to all tourism/recreation industry partners, and to elected officials, with updates about progress on Strategic Plan objectives and projects.	Tactic	Victor Bjornberg		0	)
1.10.2: Create public/private/tribal partnerships for cooperative project implementation.	0	Victor Bjornberg	0	1	٠
1.10.2.1: Custer Country create public/private/tribal partnerships for cooperative project implementation.	0	Nick Mann	?	?	
1.10.2.1.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Nick Mann	?	?	
1.10.2.2: Glacier Country create public/private/tribal partnerships for cooperative project implementation.	0	Racene Friede	?	?	Į
4 40 0 0 4. Identif	Tactic	Racene Friede			
1.10.2.2.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.		Sarah Bannon	?	?	1
develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.  1.10.2.3: Gold West Country create public/private/tribal partnerships for cooperative project	0				
develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.  1.10.2.3: Gold West Country create public/private/tribal partnerships for cooperative project implementation.  1.10.2.3.1: Identify ways that respective organizations can work together to assist with implementation,	O Tactic	Sarah Bannon			Ī
develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.  1.10.2.3: Gold West Country create public/private/tribal partnerships for cooperative project implementation.		Sarah Bannon Carla Hunsley	8	1	

Objective, Strategy, or Tactic Creation Status	wner Rev	view	Sta
Country create public/private/tribal partnerships for cooperative project implementation. Gayle Fish	ner	T	
ntify ways that respective organizations can work together to assist with implementation, rships, and/or seek resources to support the actions listed in the Strategic Plan.	ner		
one Country create public/private/tribal partnerships for cooperative project  Robin Hoc	over ?	?	,
ntify ways that respective organizations can work together to assist with implementation, rships, and/or seek resources to support the actions listed in the Strategic Plan.	over O	?	,
CVB create public/private/tribal partnerships for cooperative project implementation.  Marne Hay	yes ?	?	?
ntify ways that respective organizations can work together to assist with implementation, rships, and/or seek resources to support the actions listed in the Strategic Plan.  **Tactic**  Tactic**  Tactic**	yes ?	?	,
CVB create public/private/tribal partnerships for cooperative project implementation.  Joan Kron	ebusch	T	٠,
ntify ways that respective organizations can work together to assist with implementation, rships, and/or seek resources to support the actions listed in the Strategic Plan.  Tactic  Joan Kron	ebusch	?	,
n CVB create public/private/tribal partnerships for cooperative project implementation.	ins ?	?	,
ntify ways that respective organizations can work together to assist with implementation, rships, and/or seek resources to support the actions listed in the Strategic Plan.  **Tactic** Jim Robbit**  **Tactic** Jim Robbit*	ins	?	,
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1.10.4: Streamline the process of reporting marketing plans, projects, and expenditures to the TAC and Travel Montana by Tourism Regions and CVBs.  1.10.4.1: Reduce procedural steps in the marketing plan and project reporting requirements. 1.10.4.2: In the 1st quarter of 2008, review the recommendations for streamlining presented at the June 2007 TAC meeting, and develop recommendations for the TAC.  1.10.5: Obtain strategic research in Inform tourism marketing, development, and policy decisions, and disseminate results and implications. 1.10.5: Continue to conduct research about resident and nonresident travelers in Montana to determine progress on Strategic Plan objectives. 1.10.5.1: Conduct research about Montanans' travel habits, spending, and trends. 1.10.5.1: Conduct research about Montanans' travel habits, spending, satisfaction levels, motivations, etc. 1.10.5.1: Conduct research about Montanans' travel habits, spending, satisfaction levels, motivations, etc. 1.10.5.1: We the first Roommunity survey tool to measure event impacts, site/trail visitors, etc. 1.10.5.1: We shall refirst Roommunity survey tool to measure event impacts, site/trail visitors, etc. 1.10.5.2: Purchase research about national/international tourism, recreation, and related trends from sources and trends from sources such as the US Travel Association (USTA). Smith Travel Research, research, research, related trends from sources such as the US Travel Association (USTA). Smith Travel Research, Permetal Portner Gosink 1.10.5.2.1: Travel Montana, burchase research about national/international tourism, recreation, and related trends from sources such as the US Travel Association (USTA). Smith Travel Research, Forester, Global Insight, etc. 1.10.5.2.2: Regularly review results of third party research, and distribute information with implications and recommendations to industry. 1.10.5.2.2: Regularly review results of third party research, and distribute information with implications and recommendations to industry. 1.10.5.2: 2: Regularly	Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
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